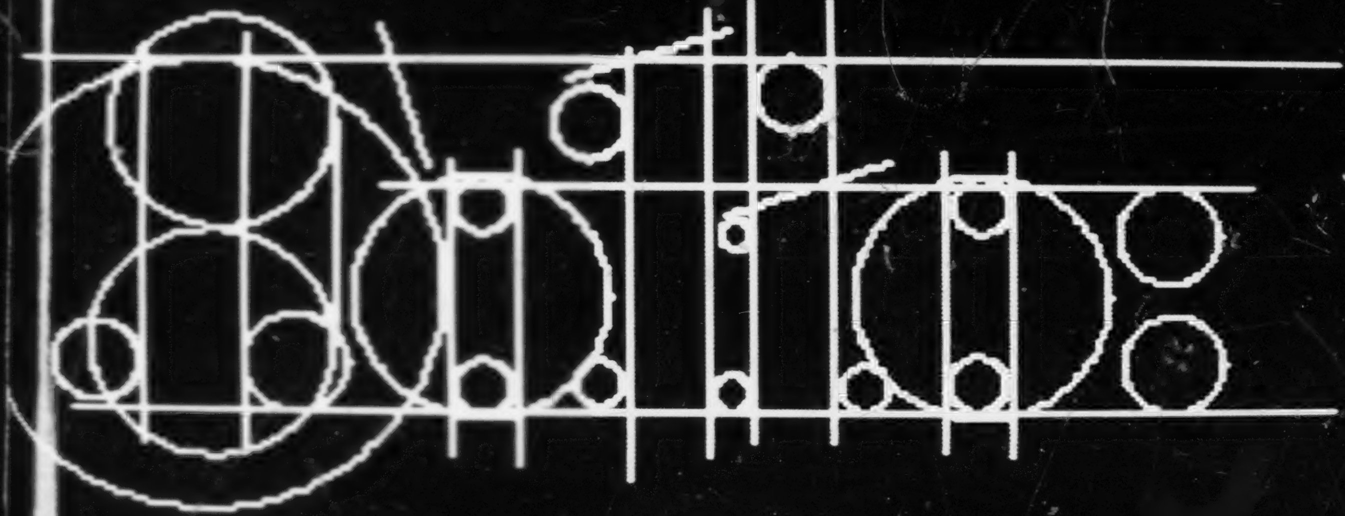
Focus on editorial: Computer graphics: What they can and can't do
Measuring editorial performance ☐ Society of Publication Designers Awards
Circulation strategy: Giveaway copies ☐ Preparing effective sales presentations



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THE MAGAZINE FOR MAGAZINE MANAGEMENT

NOVEMBER 1984 VOL. 13 NO. 11

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THE MAGAZINE FOR MAGAZINE MANAGEMENT

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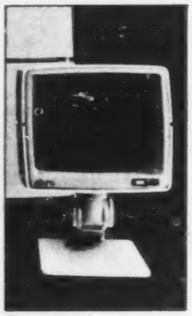

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monthly leasing fee.

Which route proves less expensive depends on the amount of data the publishing company has to send, and the speed with which the company's computer equipment can transmit. Taken together, those two factors determine how much telephone time is needed to send the information over regular direct-dial lines, and thus, the cost. Publishers using private lines are re-evaluating that choice by comparing those time-based charges for sending data over regular telephone lines with the cost of leasing a private line. "It's a tradeoff," explains an executive at a large trade publishing company. "A lot of publishers use dial-up lines."

Small magazines can respond quickly to the marketplace

Wakefield, Mass.—One advantage small magazines can have over their larger competitors is an ability to respond quickly to the marketplace, just because they are so small, says Terry Driscoll, publisher of *Horticulture*. This ability is part of the small publisher's responsibility to continuously seek out and refine a publication's positioning in its market, he adds.

Speaking at a recent conference conducted by the Small Magazine Publishers Group, Driscoll, who in 1982 served as general manager at *Inside Sports*, said, "Special interest publications have opportunities to do things that *Inside Sports* and other publications owned by large corporations can't do. As a small publisher, you can respond very quickly to the marketplace."

Driscoll also recalled his days as publisher from 1977 to 1982 of *WoodenBoat*. "We didn't sit down and say, 'Let's position a magazine,'" he said. "There's no easy way to do it. Positioning is a continuing process. You have to be ready to do it on a daily basis."

He said he and others who worked at *WoodenBoat* in its early days realized that they were not starting a publication in a vacuum and that there were other publications in the market. "We began as an anti-modern publication and then began to identify the holes in the yachting literature," he explained.

Driscoll puts no stock in formal subscriber studies when positioning a magazine. Instead, to keep in touch with the field, he has *Horticulture*'s editors call 10 readers a week, has them answer reader service phones and readers' letters. He said he also makes sure editorial and advertising staffs communicate with each other, so that editors know how advertisers respond to the magazine and so that advertising staff members can find out how readers respond. "It's a way to inform your intuition," Driscoll said.

Continuing his talk on positioning, the publisher also discussed ways to impress national manufacturers enough to advertise in a special interest magazine. At *WoodenBoat*, he said, discounts on advertisements were offered to wooden boat builders so that manufacturers of nautical equipment would see the ads and realize there were hundreds of boat builders to whom they could sell.

Horticulture runs lists of garden centers that sell the magazine, he said. The lists are ostensibly run as a service to readers, but their more important function is to show national distributors of garden supplies that the magazine has something to say to garden centers, which are the distributors' potential customers. This helps convince distributors to advertise.

In the same vein, Driscoll said, *Horticulture* seeks to establish itself as the authoritative title in its field in part by promoting subscriptions to garden club members. Garden club members not only buy a lot of garden products themselves, but also influence the purchases of other consumers who go to them for advice.

"Positioning your magazine may take three times longer than you think," Driscoll said. "Positioning is a process of integrating where you want to go editorially, where you want to go with marketing, and your money constraints."

302 of Folio:400 magazines show revenue gains

New Canaan, Conn.—"The good times are rolling" for magazines, states The Folio:400 introduction. Indeed, the figures document a good 1983 for business and consumer magazines by many measures.

Of the 400 magazines measured, 302 gained in total revenue over the previous year. In 1982, the 400th-largest magazine had a total revenue (advertising and circulation) of $3.6 million; in 1983, the figure rose to $4.1 million.

Circulation was up for 235 of the magazines. Single-copy sales did not keep up with other indicators, however. Less than half of the publications with single-copy distribution registered gains (99 out of 227).

Total revenues for 1983 for all Folio:400 publications vaulted over the $11 billion mark, up 11 percent over the 1982 figures reported in last year's 400. This is both the highest dollar volume and percent increase ever reported in the six years The Folio:400 has been published.

Gains are attributed largely to ad

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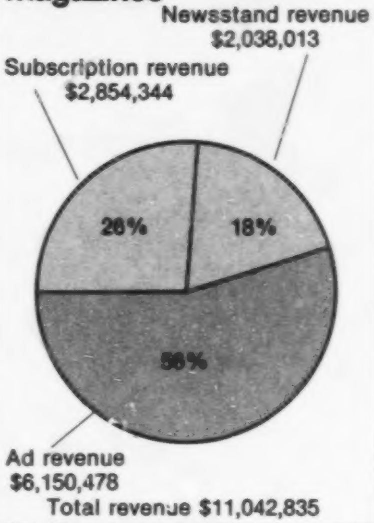

revenue increases. Ad revenue jumped 14 percent in 1983 over 1982 to $6.2 billion. Ad revenues now generate 56 percent of Folio:400 publications' total revenue. Ad pages rose 5 percent to just over 540,000.

Circulation's contribution to total revenue dropped slightly between 1982 and 1983, from 46 percent to 44 percent.

[This is contrary to the trend noted in the MPA/Price Waterhouse study (*see* FOLIO: *September 1984, page 5*), which showed circulation gaining over advertising as a percentage of total revenue, reaching more than 50 percent of the total for the first time.]

The contribution of subscription dollars increased 11 percent. Subscriptions continue to represent 26 percent of the total revenue pie.

Newsstand dollars, almost entirely from consumer magazines, have grown more slowly (up 3 percent) to just over $2 billion in 1983. They have dropped from a high of 22 percent in total revenues in 1981 to a new low of 18 percent.

Consumer magazines saw a 15 percent hike in ad revenues and a 10 percent boost in ad pages over 1982. The 256 consumer magazines had an impressive 11 percent total revenue increase.

Circulation revenues, now $4.7 billion, are also on the upswing, though at a slower pace. Subscription revenues were up 11 percent and single-copy sales up 3 percent.

Business publications experienced a 10 percent gain in total revenues in 1983, rising to $1.4 billion. Although accounting for only 5 percent of total Folio:400 circulation, the 144 business publications are responsible for 12 percent of total revenues.

Foundation to promote students' awareness of business press formed

New York City—A new, non-profit foundation that will aim to increase awareness of, and interest in, business journalism on the part of journalism students has opened an office and begun researching how it might best achieve its goals.

Spearheaded by Harold W. McGraw Jr., chairman of the board of McGraw-Hill Inc., the foundation is to work to increase awareness of the business press through internships, visiting lecturers, seminars and descriptive literature. The foundation is also planning to encourage and assist schools of journalism to develop and teach courses on the specialized editorial and business aspects of business journalism.

Frank C. Taylor, most recently bureau chief for South America at McGraw-Hill's World News division, is serving as executive director of the foundation. In a recent interview, Taylor noted that traditionally the business press has not been given much attention in journalism schools. Taylor went on to say that he and his assistant have started their work by investigating the training programs and internships already existing at magazine publishing companies and at colleges and the training needs of business publications. The foundation's board of directors, chaired by McGraw, will use the information to decide what existing programs the foundation should support and what new programs it should initiate.

In the future, Taylor said, the foundation may also support training programs designed for persons already working on business publications who have expertise in their publication's area of interest, but who need instruction in editing and writing.

Initial funding of $250,000 for the foundation was pledged by McGraw.

The board of directors of American Business Press Inc. (ABP) has voted to support and cooperate with the new foundation, which has opened its office in the same building as ABP, at 205 East 42nd Street in New York City. However, there is no formal link between the two organizations.

Small publishers should use lawyers as business advisers, attorney says

Wakefield, Mass.—A small magazine publisher should not look at a lawyer just as a lawyer, but should use him or her as a business adviser, says Howard Teich, an attorney based in New York City, who for four and a half years starting in 1974 was a co-founder, associate

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publisher and secretary treasurer at *Firehouse*.

Teich told an audience at the recent Small Magazine Publishers Group conference that using a lawyer for pure legal advice was not enough. "Think of your lawyer as an adviser, not just a lawyer," he said.

For a publisher, particularly a publisher involved in the risky business of starting a magazine, a relationship with a good publishing lawyer can more than pay for itself, Teich claimed.

After the conference, Teich explained that it might seem that because a small publisher usually does not get involved in court litigation, he or she doesn't need the services of a lawyer. In reality, however, a lawyer with publishing knowledge can help with the law-related aspects of a publisher's day-to-day business.

Teich listed for his audience some ways a small magazine publisher could use a lawyer:

•For help with wording on contracts with suppliers and with financial backers. Good written agreements, Teich said, help prevent future litigation.

•For advice on drawing up employment agreements with employees. Again, he said, such agreements head off any future misunderstandings.

•For advice on copyright laws and on how to word agreements regarding publishing rights with freelance writers.

•For help in negotiations on a contract.

•As a way to head off a court suit before it starts. A strong, firm letter written by a lawyer and sent to a party with which a publisher has a dispute, Teich said, can prompt the needed action or get a past-due bill paid without the expense of a court case.

Magazine employment increases by 36% while receipts soar

Washington, D.C.—Total employment, receipts and expenditures increased dramatically for the magazine industry between 1977 and 1982, according to a new report released by the United States Department of Commerce, Bureau of the Census. Industry receipts, the report states, increased by 93 percent, jumping from $5.5 billion in 1977 to $10.7 billion in 1982.

The report is based on the 1982 Census of Manufactures, one of a series of such censuses taken every five years. All dollar figures given are at prices current for the year specified and therefore are unadjusted for changes in price levels due to inflation.

Census officials also noted that

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statistics were tabulated in two ways: by industry and by product. Industry figures include the expenditures on both magazine and non-magazine products of companies whose primary business is magazine publishing, but which may also have secondary non-magazine products. Also, while the industry figures include some expenditures on non-magazine products, they in many cases do not include the magazine-related expenditures of companies, such as book publishers, that publish magazines only as a sideline.

Product statistics, on the other hand, include only receipts actually derived from magazines and include all magazine receipts regardless of whether they were collected by a magazine company or a company in some other business that publishes magazines.

According to an industry table in the report, in 1982 the industry employed 95,100 persons compared with only 69,900 workers in 1977—an increase of 36 percent—while the total payroll jumped to almost $2 billion in 1982 compared with a payroll in 1977 of about $1 billion. New capital expenditures in the industry were up 167 percent, rising from $78.9 million in 1977 to $210.9 million in 1982.

Expenditures on materials, parts and supplies in 1982 were $1.8 billion, up 92 percent from the $937.6 million spent in 1977. Census officials said, however, that the figures on materials, parts and supplies are probably somewhat inaccurate because of the complex arrangements magazine publishers have with printers concerning the purchase of such items as ink and paper. Some publishers in confusion may have neglected to report certain materials they purchased because they believed the materials to be their printers' supplies only, census officials say.

Based on tables in the report that covered total product statistics, specialized business and professional periodicals had increases in subscription and sales receipts of 105 percent, to $953.5 million and in advertising receipts of 94 percent, to $1.6 billion during the five-year period. General and consumer magazines in 1982 had subscription receipts that had increased 69 percent to $1.6 billion, single-copy receipts that were up 33 percent to $923.5 million and advertising receipts that had increased 99 percent to $3.2 billion.

There were 3,126 magazine publishing companies in 1982, compared with only 2,860 such companies in 1977.

'Computer mystique' impresses local bank

More uses are being found every day for the personal computer, but Rick Rector, publisher of *Down East*, has found that just the mystique surrounding the computer can be used to snow a friendly neighborhood banker into giving a magazine a loan.

At a recent conference sponsored by the Small Magazine Publishers Group, Rector said his bank, like most local banks, doesn't have anyone on staff who really understands the magazine business. Officers at small banks only see the financial risks involved in magazine publishing, Rector said.

"But as soon as you pull out the computer spreadsheets, you're immediately credible. People think computers don't lie," Rector explained.

Speaking somewhat tongue-in-cheek, before an audience of small-magazine executives, who generally are starved for cash, Rector added that it doesn't particularly matter what the computer sheets say.

"With a computer," he said, "you can get away with things you wouldn't normally get away with."

Receipts of United States magazine industry

	1982($)	1977 ($)	% change
Total for industry*	10.7 billion	5.5 billion	+ 93%
Specialized business and professional periodicals			
Subscriptions	953.5 million	464.2 million	+ 105
Advertising	1.6 billion	850.2 million	+ 94
Total	2.6 billion	1.3 billion	+ 96
General and consumer periodicals			
Subscriptions	1.6 billion	966.0 million	+ 69
Single-copy sales	923.5 million	692.9 million	+ 33
Advertising	3.2 billion	1.6 billion	+ 99
Total	5.7 billion	3.3 billion	+ 76

*Includes other categories not listed

Source: United States Department of Commerce, Bureau of the Census

The new process allows the magazine to save time and money on prepress preparations, he said, although he declined to say just how much money was being saved. He also noted that the new process allows the magazine to achieve high-quality reproduction using relatively inexpensive paper.

Print buyers rate production quality as highest criterion

St. Paul, Minn.—Production quality is the most important factor to magazine print buyers when they are choosing a printer, followed by dependability and competitive cost, according to a survey conducted for The Webb Company. Eight in 10 print buyers rate production quality as a very important factor in choosing a printer, while slightly less than eight in 10 say dependability is a very important factor in choosing a printer. Nearly seven in 10 rate competitive cost as a very important factor. (See Table One.)

According to the survey, done by Mid-Continent Research Inc., and based on responses from 185 magazine print buyers, sales representatives are thought to be the most informative source of information on printing companies, whereas trade shows are the least informative source. About one in six of the print buyers said that trade publication advertising is the most informative source of information.

Magazine print buyers said that quality control is the one service or capability they would like their printers to improve on in the coming year. Just under one in 10 rated quality control as the one service their printer could improve on, whereas 4 percent each of the respondents said prices or speed/turnaround time were the one thing they would like to see improved.

Six out of 10 magazine print buyers said that economical/competitive price was one of the two most important reasons for continued use of a printer, whereas almost as many rated quality/consistency as one of the most important reasons. (See Table Two.)

Of the print buyers surveyed, 50 percent had been with their current printer for more than five years, 21 percent for from two to five years, 15 percent for from one to two years and 14 percent for under a year.

Table 1

What is the relative importance assigned to certain factors when you choose a printer for your publication?

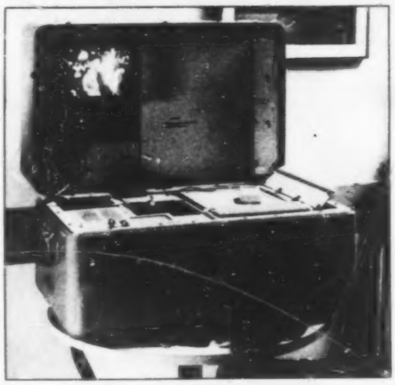
Magazine print buyers answer:	Very Important
Production quality	81%
Dependability	77
Competitive cost	69
Quality of customer service	63
Technical capabilities	58
Delivery speed	55
Location of distribution facilities	44
Location of printer	35
Ability to supply paper	32

Table 2

What are the two most important reasons you continue to use your printer?

Magazine print buyers answer:	Very Important
Economical competitive price	59%
Quality/consistency of quality/expertise	56
Good service	29
Reliability	7
Physical location	7

Source: The Webb Company/Mid-Continent Research Inc.



The portable, 110-pound Satlight scanner is being pitched to newsweeklies and newspapers, which need quick delivery of color photos shot in distant locales.

Portable scanner can transmit color photos from site of news event

Bedford, Mass.—If a weekly magazine on the East Coast wants to cover a late-breaking news event on the West Coast with color photos, it usually means the photographer's film has to be rushed to an airport in time to catch a five-hour transcontinental flight headed East. Now, however, Scitex America Corp., is marketing a portable digital scanner that the photographer can take to the site of the news event and use to transmit a color image back to the home office in a matter of seconds.

The new Satlight scanner weighs about 110 pounds, is about the size of a footlocker and is targeted for use by newsweeklies and newspapers. *USA Today* is the first to order the scanners; at press time both *Newsweek* and *Time* reportedly were still evaluating the device. A Satlight was set up for demonstrations this past summer at the two major political conventions and at the Olympics.

To use the system, a photographer loads his developed 35 millimeter film in the Satlight and checks the images on a 10-inch diagonal color monitor screen. By using a modem to link the scanner with telephone lines, the photographer can then transmit a selected image to Scitex receiving equipment at or near the photographer's home office / production facility. Gary Moore, director of sales of advanced projects at Scitex, claimed it takes the photographer about five minutes to learn how to use the system.

Ray Douglas, systems director at *USA Today*, said his paper used several pictures transmitted from the conventions and the Olympics using Scitex' demonstration machine.

"We've had some successes and

discount off the piece charge of .03 cents for each percent of editorial content for a periodical with 50 percent editorial.

"The effect of the special discount is to reduce the differential between heavy and light publications," Carpenter explains. Before the Rate Commission decision, the effect of the rate proposals on different publications could have varied from zero to 30 percent. Now, with the PRC changes, the amount of variation is reduced to between 5 percent and 25 percent, he estimated. For instance, before the changes proposed, a very heavy magazine might have had a minuscule rate increase—of 1 percent, say—whereas a light-weight publication with little advertising could have suffered increases of from 30 percent to 32 percent, he explained. Now the extent of those differences has been somewhat abated.

So, although in the Rate Commission decision, the piece rate is increased by 1.6 cents for all levels of sortation, those rates are discounted by three mills for each 1 percent of editorial content. A publication with, say, 40 percent editorial and 60 percent advertising will pay a higher piece rate with the new proposal, but will achieve a discount on that piece rate, based on its editorial content, mitigating the effect of the increase. A publication with heavy advertising may be "slightly impacted" by the decision, which favors publications with heavy editorial content, Carpenter explained.

Overall, the editorial pound rate was lowered by the PRC to 11.8 cents, compared with 12.0 cents proposed by the USPS. The advertising pound rates for Zones One and Two were lowered by the PRC, to 15.8 cents, down from 16.0 cents proposed by the USPS. The other zones received slight increases from the USPS proposed rates.

The lessened differences in pound rates by zone, implemented by the USPS in its proposal and left relatively unchanged by the PRC, may reduce the attractiveness of dropshipping to a number of entry points, Carpenter said. (*See* FOLIO: *May 1984, page 25.*) In the current schedule, rates vary from 17 cents to 38 cents from Zones One to Eight," he says. "With the new proposals, the variation is from 16 to 28—there's a smaller spread between zones, so there will be less inclination to travel mail to a point closer to its destination. It will be just as cost-efficient to have the Postal Service truck the mail."

One important fact to note, a postal source said, is that although the overall rates for second class increased by 14 percent, the actual increase suffered by publications will vary considerably, based on a number of vari-

(Continued on page 56)

64% of consumer magazines gain circ in first half of 1984

Schaumburg, Ill.—Just under two thirds (64.4 percent) of consumer magazines offering figures for comparison gained circulation in the first half of 1984 compared with the same period in 1983, according to a FOLIO analysis of an Audit Bureau of Circulations Fas-Fax report.

Of the 458 U.S., Canadian and foreign magazines that reported figures for the two halves, 295 reported circulation increases for the six months ended June 30, 1984, and 158 (34.5 percent) reported decreases. Five showed no change.

This is a slight improvement over the 62 percent of publications that showed circulation gains for the first half of 1983 compared with the first half of 1982, but it is slightly down from the 67.5 percent registering circulation gains in the second half of 1983 compared with the second half of 1982.

Among the categories of magazines, there was some slowdown of the big circulation gains in the computer magazine field. *Compute!* had the highest gain, of 104.4 percent, but this was down from its increase for the last half of 1983, of 247.1 percent. Similarly, *Personal Computing*, which had the second-highest circulation increase (106 percent) during the last half of 1983, had only a 39.2 percent gain during the first half of 1984 compared with that of 1983. Other computer magazines had smaller gains as well—12.3 percent for *Byte*, compared with a 33.5 percent gain registered in 1983's second half; and a 24.3 percent gain for *Popular Computing*, compared with a 67.4 percent circulation gain in the last half of 1983. Two computer magazines actually reported declines in circulation—*80 Micro*, down 4.4 percent, and *Microcomputing*, down 22.1 percent, in the 1984 first half compared with that of 1983.

In other categories of magazines, there was continued erosion of the men's entertainment magazines: *Penthouse* dropped 7.3 percent in circulation; *High Society*, 1.5 percent; and *Playboy*, 1.1 percent in the first half of 1984 compared with that period in 1983.

Most of the cuisine magazines had a good half in circulation, however, with *Connoisseur* registering a 66.9 percent increase, *Cook's Magazine* up 38.4 percent, *Food & Wine* up 14.2 percent and *Gourmet* up 5.3 percent. *Bon Appetit* showed no change.

Among the newsweeklies, *Time* had the poorest showing, with a 1.9 percent fall-off in circulation for the first half, while *Newsweek* had a 0.5 percent gain and *U.S.News & World Report*, a 0.1 percent gain. *Time* and *Newsweek*'s Latin American editions suffered some circulation lapses, with *Time*'s edition off 15.1 percent in circulation and *Newsweek*'s off 4.1 percent.

Of the seven sisters magazines, all but one had circulation setbacks: *Redbook* showed a 1.5 percent gain, but all the others had losses—*Better Homes*

Leading 20 magazines by total paid (per issue averages for six months ended June 30, 1984)

	Publication	First half 1984	% change from first half 1983
1	*Reader's Digest*	18,012,397	—1.6
2	*TV Guide (USA)*	17,345,473	0.4
3	*National Geographic*	10,202,854	—1.5
4	*Modern Maturity*	9,887,549	12.1
5	*Better Homes & Gardens*	8,003,399	—0.2
6	*Family Circle*	7,003,508	—4.1
7	*Woman's Day*	6,858,487	—1.3
8	*McCall's*	6,224,408	—0.8
9	*Good Housekeeping*	5,296,527	—2.3
10	*Ladies' Home Journal*	5,123,096	—1.5
11	*National Enquirer*	4,713,164	—7.1
12	*Time*	4,630,867	—1.9
13	*Playboy*	4,202,324	—1.1
14	*Redbook*	3,939,355	1.5
15	*Star*	3,600,123	—5.9
16	*Penthouse*	3,200,014	—7.3
17	*Newsweek*	3,037,277	0.4
18	*Prevention*	3,034,503	15.7
19	*Cosmopolitan*	2,987,970	0.1
20	*Sports Illustrated*	2,699,605	7.8

Source: Audit Bureau of Circulations

& Gardens (-0.2 percent), *Family Circle* (-4.1 percent), *Good Housekeeping* (-2.3 percent) *Ladies' Home Journal* (-1.5 percent), *McCall's* (-0.8 percent) and *Woman's Day* (-1.3 percent).

Some of the other women's magazines had better showings, although *Cosmopolitan* registered only a 0.1 percent gain. *Glamour* was up 3.9 percent, *Mademoiselle* up 4.5 percent, *Vogue* up 2.1 percent, while *Working Woman* had a 15.4 percent gain and *Working Mother* a 24 percent gain. *Savvy* was up by 5.4 percent, *Self* up by 0.4 percent, *New Woman* up by 0.6 percent, while *Ms.* registered a loss of 5.4 percent.

The teenage magazines did quite well, with *Super Teen* showing a 45.9 percent gain, *16 Magazine* up by 26.9 percent, *Seventeen* up 11.3 percent, and *Young Miss* up 10.3 percent. *'Teen* suffered a loss, however, of 1.4 percent.

Shelter magazines continued their circulation gains, with *Country* up 55.7 percent, *Country Living* up 31.9 percent and *Town & Country* up 8.2 percent.

Science publications had a mixed bag of circulation results: *Geo* was up 14 percent, *Discover* was up 6.3 percent and *Science Digest* was up 8.1 percent, while *National Geographic* was off 1.5 percent, *Popular Science* and *Science* each off by 2.2 percent and *Science '84* off by 0.5 percent.

Among the business magazines, the big magazines showed only slight increases: *Fortune* up 1.4 percent, *Forbes* up 1.1 percent, *Business Week* (worldwide) up 0.1 percent, while *Business Week* (North America only) had a 0.4 percent decline. *Barron's* was also down, by 2.6 percent. Others of the business magazines had good gains, however: *Financial World* up 10.2 percent, *Nation's Business* up 12.7 percent, *Venture* up 15.4 percent, *Inc.* up 25 percent and *Money* up 16 percent.

Regional business magazines made a pretty strong showing as well, with *Pittsburgh Business Times* leading the group with a 14.4 percent gain, followed by *St. Louis Business Journal*, with 12.8 percent; *California Business* with 12.3 percent; *Indianapolis Business Journal* with 9.5 percent; and *Texas Business* with an 8.9 percent gain. Only *Philadelphia Business Journal* was off, by 2.8 percent.

Among city magazines, *Denver* had the strongest gain, of 56.9 percent, while *Nashville!* had the poorest, down 28.1 percent.

Biggest circulation gainers in all categories were *Compute!*, up 104.4 percent; *Circus*, up 95.8 percent; *Pro Bass*, up 89.2 percent; and *TV Movie Screen*, up 89.1 percent.

Biggest loser in circulation, among U.S. magazines, was *Lady's Circle*, off 30 percent, followed by *Nashville!*, off 28.1 percent and *Grit*, off 26.5

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percent. *House & Garden*, which during the 1983 last half comparison was the worst loser in circulation overall, down 41.5 percent, lessened its losses, turning in a 25 percent drop in circulation this half.

Of the top 10 magazines in total circulation, only two showed increases: *TV Guide* (USA), with a minimal 0.4 percent increase, and *Modern Maturity*, with a 12.1 percent gain. The same top 10 kept their previous positions in the ranking, however.

Making the top 20 are the two major newsweeklies, *Time* and *Newsweek*, and the top two men's sophisticates, *Playboy* and *Penthouse*. The best showing in the top 20 magazines by total circulation was *Prevention*, which had a 15.6 percent circulation gain in the first half of 1984.

Paid subscriber rule for second class rates judged illegal; USPS appeals

Washington, D.C.—The United States Postal Service (USPS) has asked a United States Court of Appeals to overturn a lower court decision declaring its "paid subscriber" rule unconstitutional. That rule requires that 51 percent of a publication's circulation be paid subscribers (or requestors) in order for it to qualify for second class mailing privileges. Should the case ultimately go to the Supreme Court and the USPS lose, the distinction between second class and third class rates could blur, resulting in higher rates for all second class mailers, suggests a postal spokeswoman.

The challenge to the rule came from *The Enterprise*, a newspaper distributed free and unsolicited to all 16,285 homes and businesses in Franklin County, Tennessee. The USPS said *The Enterprise* was ineligible for second class mailing privileges because paid subscribers do not account for at least half of its circulation, nor do at least 51 percent of its readers request that the paper be mailed to them—the so-called "requestor rate" category under which controlled circulation publications generally fall. Not fitting into one of the two categories, it could not qualify for the second class mailing rate.

Publisher Ron Bailey sued USPS in January, claiming that a rule that gives favored treatment to publications with paid subscribers over those delivered free violates First Amendment rights to freedom of press and the Fifth Amendment equal protection clause. A Federal Court judge in the Eastern District of Tennessee agreed with Bailey's contention and ordered USPS to charge *The Enterprise* second class in-county rates. The USPS has appealed the decision to the Sixth Circuit U.S. Court of Appeals, where the case is pending.

If the Court of Appeals lets stand the earlier decision, it technically will hold only for *The Enterprise*, but the ruling would set a precedent and encourage challenge of the postal regulation in other districts. The case could eventually go to the Supreme Court, and if the USPS loses there also, the effect could be significant, a postal spokeswoman admitted, because other free publications now being charged third class postage could ask to be granted second class status and thus pay a lower rate.

According to Bailey, there are hundreds of publications similar to his that have paid third class postage without question; he said that many more publishers will choose to deliver free if they can use second class rates.

A USPS spokeswoman said that, should the case go to the Supreme Court and the lower court decision stand, the Postal Service theoretically would face the burden of having to "scrutinize all free publications that would want to migrate from third class to second class mailing" to determine whether they passed the standards necessary to qualify as newspapers or magazines, including that of having no more than 75 percent advertising.

Practically, she said, the first effect of eliminating the 50 percent paid-subscriber rule would be to make it easier for a publication to qualify for second class treatment. If they no longer had to pass the 50 percent paid rule, publications that previously had paid third class rates, such as free shoppers, might try to get into the lower second class rate category by adding "editorial" to meet the 25 percent editorial/75 percent second class advertising requirement.

As a consequence, a major difference between second and third class mail, as seen by the Postal Service—the educational and literary value of second class mail (which prompted Congress to give it a rate break in the first place)—could be diminished, blurring the lines between second and third class mail.

In addition to diminishing the educational merit argument of lower rates for second class, the heavier flow of mail into second class also could have the effect of increasing its rates. With more second class mail coming in, the costs for handling it would increase, and with the Postal Service' close scrutiny of "attributable costs," could end up raising rates for second class, she suggested.

The contention that second class rates could rise if *The Enterprise* is successful is realistic, agreed Chapin Carpenter, Magazine Publishers Association vice president/Washington affairs.

The USPS was asked to file its legal briefs before the Court of Appeals by late last month.

Bolger says regulations requiring mail permit audits should be scuttled

Washington, D.C.—If outgoing United States Postmaster General William F. Bolger had his way, inequities caused by how second class mail permit audits are conducted wouldn't be corrected by changing the audit regulations, but rather by throwing the regulations and the audits out altogether.

Speaking at a luncheon at a recent circulation workshop sponsored by the Business Publications Audit of Circulation (BPA), Bolger said, "As far as I'm concerned, we don't need any audit at all. I don't care if your subscribers pay for their subscriptions or not."

The postmaster's comments came in response to a question from a member of his audience as to whether it was fair that publications in rural areas had to endure a postal audit every year, whereas publications in large cities with busier postal officials only had to go through the audit process once every three years. Admitting the questioner's point may be a valid one, Bolger, who is stepping down as Postmaster General at the end of the year, went on to ask why the USPS had to conduct any audits at all.

In the past, he said, there was a need to limit who could receive a second class permit because the publishing industry didn't want too many people taking advantage of the heavily-subsidized second class rates. Now, however, second class mail pays its own way, Bolger explained.

Asked afterward to comment on Bolger's remarks, Bishop Nowotnik, dis-

The United States Postal Service should re-examine its regulations to see if they are really needed, outgoing PMG William F. Bolger said at a recent BPA luncheon.

PHOTO BY TED SCALA

Circulation/Single-copy

55% of magazines report single-copy sales declines

Schaumburg, Ill.—More than half of the U.S. consumer magazines reporting single-copy sales figures for the first half of 1984 showed sales declines, according to a FOLIO analysis of an Audit Bureau of Circulations Fas-Fax report.

This was the same percentage of magazines, 55 percent, that reported declines in single-copy sales from the first half of 1983 compared with that period in 1982. It was also the same percentage reporting declines as in the second half of 1983.

Of the 375 U.S. consumer magazines providing figures for comparison, 206 reported declines, 168 reported increases in circulation and one reported no change.

The men's entertainment magazines all reported declines, with *Penthouse* off the most (-7.7 percent), followed by *Cheri* (-3.5 percent), *High Society* (-1.5 percent), *Gallery* (-0.5 percent), and *Playboy* (-0.1 percent).

Among the women's magazines, *Savvy* showed the biggest increase in single-copy sales, 21.9 percent, followed by *Ms.*, with a 15.1 percent increase. *Ladies' Home Journal* and *Mademoiselle* both posted 9.4 percent increases in single-copy sales. The largest drop in single-copy sales for the first half was turned in by *Working Mother*, which had a 30.6 percent decline, followod by *Better Homes and Gardens*, which dropped 10.3 percent; *Self*, down 6.7 percent; and *Family Circle*, down 5.5 percent.

Teenage magazines had a mixed bag of results, with two showing increases—*Superteen*, up 45.9 percent and *16 Magazine*, up 26.2 percent—and three decreases—*Young Miss* (-14.3 percent), *Teen* (-9.7 percent) and *Seventeen* (-5.6 percent).

Most of the business magazines posted solid single-copy increases: *Financial World*, up 36.9 percent; *Inc.*, up 26.5 percent; *Money*, up 15.8 percent; *Forbes*, up 10.2 percent. *Fortune* had a smaller increase, of 3.6 percent, as did *Business Week* (worldwide) with 3.3 percent. *The Economist* (-7.3 percent); *Barron's* (-3.5 percent) and *Venture* (-0.1 percent) showed losses.

All three newsweeklies posted declines in single-copy sales: *U.S.News & World Report* down 15.2 percent, *Newsweek* down 13.9 percent and *Time* down 8.9 percent.

All three of the tabloids had decreases also: *National Enquirer* down 7.5 percent, *Globe* down 6.1 percent and *Star* down 5.9 percent.

One category showing good increases was shelter magazines: *Country Magazine* had single-copy sales increases of 51.5 percent, *New Shelter* was up by 38.6 percent, *Country Living* up by 23.9 percent and *Town & Country* up 5 percent.

Only one of the science magazines had a large increase: *National Geographic*, whose single-copy sales soared by 2,997.5 percent. Only other title with an increase was *Science Digest* up 2.1 percent. The others all showed declines: *Geo*, down 38.3 percent; *Omni*, down 29 percent; *Science '84*, down 3.7 percent; and *Discover*, down 4.8 percent.

Among the food magazines, *Cook's Magazine* had the highest increase, of 57.3 percent, followed by *Food & Wine* at 19.4 percent and *Connoisseur* at 12.2 percent. Poor showings were turned in by *Bon Appetit* and *Gourmet*, both down by 19.3 percent, and *Cuisine*, down 12.4 percent.

Among city magazines, *Indianapolis Monthly* had the strongest increase in single-copy sales, up 28.1 percent, while *Phoenix* had the biggest drop, down 53.5 percent.

There were actually as many declines as increases in the single-copy sales of computer magazines, a real slump following previous periods of continued growth in such sales. *Compute!* had an 81.7 percent increase in single-copy sales for the first half of 1984 compared with that of 1983, but this was considerably less growth than the huge single-copy sales increase of 236 percent during the last half of 1983 compared with that of 1982.

Similarly, *Nibble*, which had an 81.2 percent increase in single-copy sales during the 1983 last half, showed

Leading 20 magazines by single-copy sales (per-issue averages for six months ending June 30, 1984)

	Publication	Single-copy sales first half 1984	% change from first half 1983
1	*TV Guide (USA)*	8,732,581	—6.2%
2	*Family Circle*	6,801,372	—5.5
3	*Woman's Day*	6,788,654	—1.7
4	*National Enquirer*	4,251,003	—7.5
5	*Star*	3,447,704	—5.9
6	*Penthouse*	3,005,010	—7.7
7	*Cosmopolitan*	2,724,240	—1.8
8	*Playboy*	1,902,764	—0.1
9	*Globe*	1,877,842	—6.1
10	*Good Housekeeping*	1,846,793	—6.8
11	*People Weekly*	1,596,322	1.5
12	*Glamour*	1,467,184	7.9
13	*Ladies' Home Journal*	1,301,451	9.4
14	*National Examiner*	989,306	4.0
15	*Reader's Digest*	966,500	—5.3
16	*Weekly World News*	854,617	11.1
17	*Mademoiselle*	729,462	9.4
18	*McCall's*	709,412	6.8
19	*Vogue*	691,750	6.5
20	*Life*	651,099	—9.4

Source: Audit Bureau of Circulations

a decline in single-copy sales for the first half of 4.1 percent. Other computer magazines with declines in single-copy sales include *Portable Computer*, down 5.3 percent; *Computers & Electronics*, down 18.1 percent; *Microcomputing*, down 10.5 percent; *80 Micro*, down 5.9 percent; and *Popular Computing*, down 1.4 percent. *Popular Computing* had a 79.2 percent increase in single-copy sales in the 1983 last half.

Other computer magazines had increases: *inCider*, up 47.8 percent; *Byte*, up 10.7 percent; and *Personal Computing*, up 1.6 percent.

Not one of the 10 leading magazines in single-copy sales posted an increase for the first half of 1984 compared with that of 1983. All posted losses. The figures were much better for magazines 11 through 20, with only two of these posting losses, and the rest single-copy gains.

Strong dollar causes plunge in foreign sales of U.S. magazines

New Canaan, Conn.—Newsstand sales of U.S. publications abroad have dropped alarmingly in the past two years because the strength of the dollar against foreign currencies is making American magazines unaffordable, industry sources say.

"We're getting closer to the breaking point," says Alan Pardo, president of distributor Boarts International, "where the reader at the other end can't justify purchasing the magazine, and the publisher at this end won't be able to delay increasing the price of his magazine."

Pardo, whose company distributes 120 titles in nearly 100 countries, estimated that single-copy sales of American-edition magazines abroad have fallen 15 percent since 1983. With the dollar higher against almost every foreign currency, the problem is worldwide, he said.

Scientific American's foreign distribution of its English-language edition, for example, dropped to 60,000 copies from around 70,000 copies nine months ago, according to William Yokel, circulation director. *Playboy* lost 35,000 copies in the last two years and is down to a foreign distribution of 200,000, reports its circulation director, Richard Smith.

"What's principally happening is that with the strength of the dollar, an importer has to pay more for American magazines and therefore has to put a higher cover price on them, which affects sales," explains Yokel. In Australia, for example, the cover price of *Scientific American* is up to an equivalent of $5.50 rather than its $2.50 selling price in the United States. Distribution has dropped from 10,000 copies a month to 5,500, according to Yokel.

The problem is compounded in certain countries that suffer from runaway inflation--South Africa and Israel, for example—and in the Latin American countries, where the drop in energy export prices has left them critically short of American dollars. There, imports of all products, including publications, have been sharply curtailed, distributors explained. "For more than a year, we've been sending less than half of our normal shipments of copies to Mexico, with the expectation that we'll ultimately get paid. In Brazil, we're down to less than 400 copies a month from 1,000," Yokel reports.

"Some people are saying American magazines will drop right out of existence in some countries" adds Curt Rome, director of mass market sales for Feffer and Simons Inc., a large distributor.

Distributors and publishers say that it is in the general interest categories, where readers can find ready substitutes, that magazine exports are being hurt the most. Specialized magazines, such as computer or academic titles, are not suffering as much.

(Although the distributors who spoke to FOLIO were not as familiar with how subscription sales abroad have been affected by the dollar's strength, Yokel said that his subscriptions were down overall about 5 percent, with the drop steeper in Latin America. Subscription sales tend to be technical, educational or business publications that are not so easily substituted, Pardo pointed out, and therefore sales are not as volatile.)

To counteract the decline in sales of American magazines, many importers are replacing U.S. titles with British magazines, especially for distribution to the continental European countries, sources reported. This is particularly true of the computer titles, they said. Some wholesalers are also simply cutting out distribution of smaller-sale titles, added Yokel.

Distributors are also putting pressure on publishers to make price concessions. "As representatives, we are trying to convince publishers to reduce their billing price or pay part of the cost of transportation," responds Rome of Feffer and Simons. "We've had some limited success in doing that."

"Those publishers who sell advertising on the basis of their international circulation have more of a stake in foreign sales and do more to keep their numbers up," observes Pardo. "Those who are in there for just the foreign sales are not so willing to absorb more costs."

Scientific American has so far held out against increasing its discount to distributors, Yokel said, but he fears it may be forced to do so in order to hold onto its foreign markets. "My experience is that wholesalers will take the better wholesale price to up their bottom lines and not cut the cover price," he grumbles.

One distributor suggested that the problem may move more publishers to set up licensing agreements with foreign publishers. Instead of selling copies that have been published in the United States in foreign markets, they may decide to license their name to a foreign publisher to produce essentially the same product, either in English or in the country's native language. Some publishers—*Playboy, Cosmopolitan, Reader's Digest* and *Scientific American* among them—have successfully developed such international editions.

International distributors report bad news

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Gordon and Gotch Limited, Melbourne, Australia

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Van Ditmar N.V., Oostelijke Handelskade, Amsterdam, Holland

Alan Pardo, president of Boarts International, queried foreign distributors in August about the effect of the strong dollar on magazine sales in their regions. Above are examples of the Telex replies he received.

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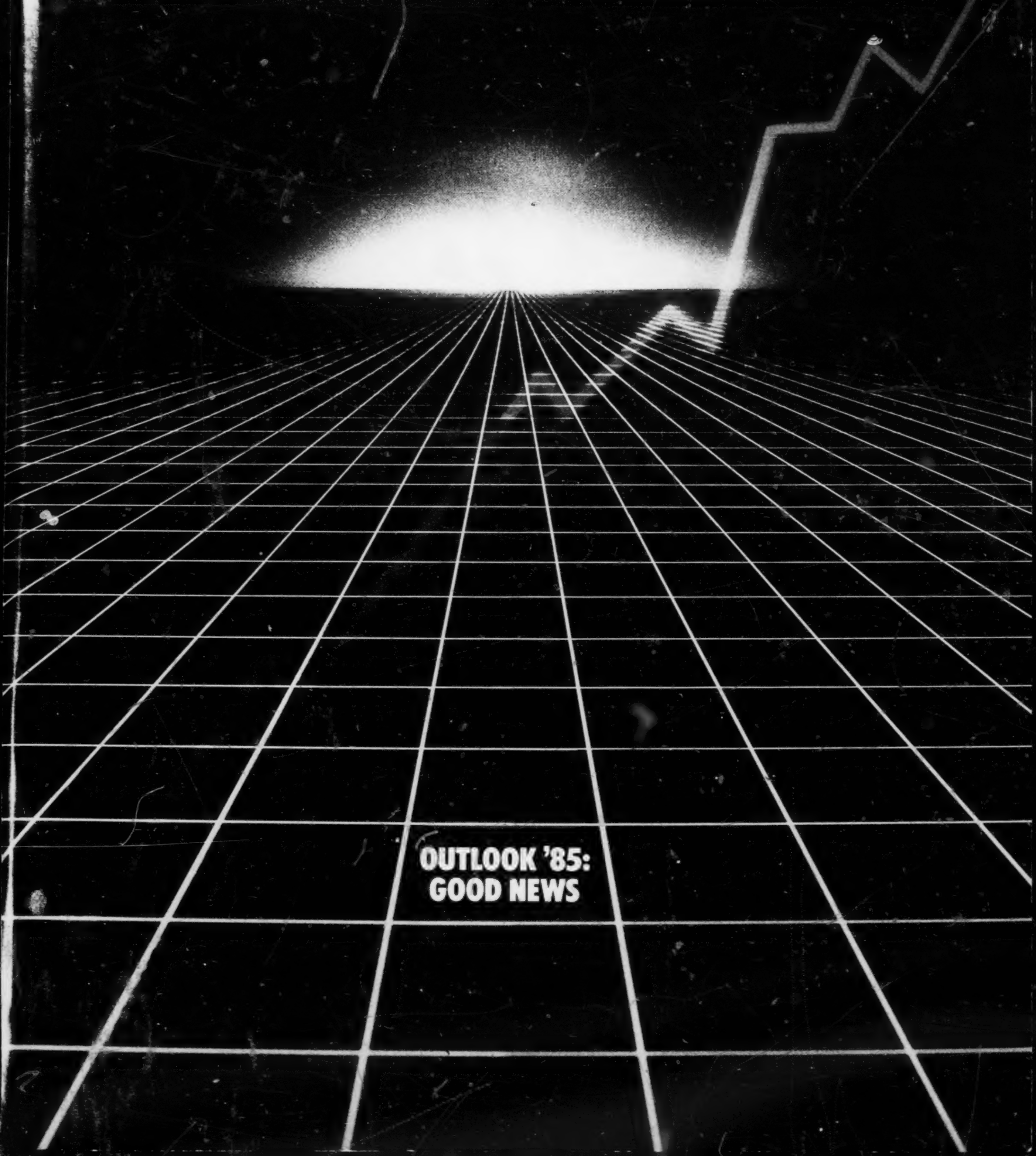

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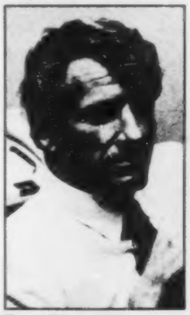

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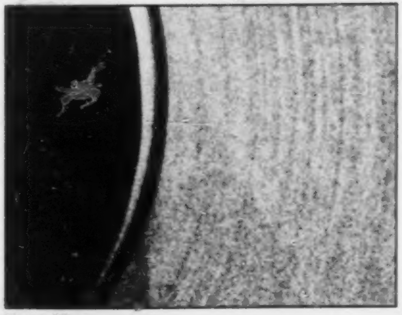

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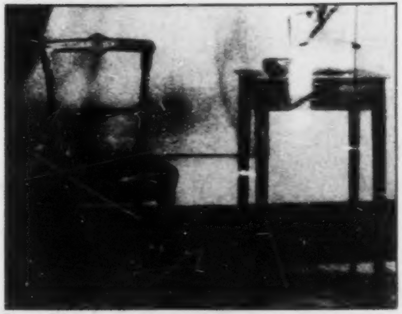

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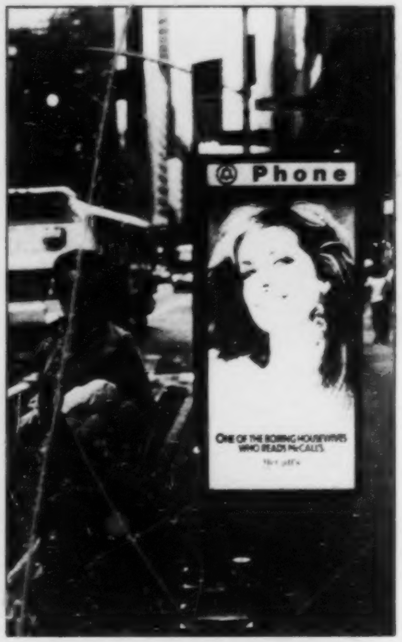


PHOTO BY WALTER CARLSON

Phone kiosk at the corner of Madison Avenue and 42nd Street is illuminated with likeness of Carly Simon. Among other agencies in the area, Young & Rubicam is around the corner.

McCall's has phone link to top NYC ad agencies

New York City—As part of a new trade advertising campaign, *McCall's* has established a phone link with the major advertising agencies in mid-town Manhattan. It's not a hot line—it's Phone Kiosk Advertising, and the magazine has the agencies surrounded.

Eighty-three outdoor phone booths from 35th to 57th Street between First and Eighth Avenues are on the media schedule as part of the new campaign with the theme line, "*McCall's*. More Than the Expected." Also outdoors, the magazine is using TDI displays in train stations in the ad industry's bedroom communities in the metropolitan area.

In print, ads began appearing October 15 in *The New York Times* and *Advertising Age*, followed by ads in *Adweek, Ad Forum, Marketing & Media Decisions* and *People Weekly* (New York and Chicago). Ten-second TV spots also are being used.

The theme line is being supported, somewhat audaciously, with photos of Tina Turner, Cher, Carly Simon and Diane Von Furstenberg, with such headlines as, "One of the boring housewives who reads *McCall's*," with Carly Simon, and "One of those drab homebodies who reads *McCall's*," with Tina Turner. Levine, Huntley, Schmidt & Beaver is the agency.

Closing industrial sale takes average 5.5 calls

New York City—In its continuing research on sales calls versus advertising, McGraw-Hill's Laboratory of Advertising Performance found that the average number of calls needed to close an industrial sale rose to 5.5 in 1983, an 8 percent increase from 1981 and a 28 percent increase from 1979, the year the figure was first tracked.

The average cost of closing an industrial sale rose from $589.18 in 1979, to $907.80 in 1981 and to $1,129.70 last year.

The average number of calls needed to close a sale varied from industry to industry, as well as by method of distribution, the studies found. To close a direct sale to the industry, an average of 7.0 calls was needed, whereas a sale through distributors required an average of 3.9—the combination of both being 5.5.

By method of distribution, the average cost of a single sales call was $233.70 for those selling direct to the industry, $188.20 through distributors, agents and dealers, and $200.00 for those selling through both. The average cost of an industrial sales call in 1983 reached an all-time high of $205.40.

On the other hand, the cost to reach a prospect through advertising in business publications was found to be 18 cents, up a penny every other year since 1979.

MPA provides members ammunition in selling 'often slow' 1st quarter

New York City—In a memorandum to chief executive officers, publishers and advertising directors of member publications, the Magazine Publishers Association (MPA) provided advance "ammunition" to sell the first quarter, which "is often a slow period," it says.

"In the knowledge that the television industry sells the first quarter hard (reduced rates, less clutter, etc.)," the memo says, magazines should keep in mind that reading and circulation are at their highest during this period.

MPA cites 1984 data from Mediamark Research Inc., indicating that reading peaks at 6 percent above the average during the winter—December through March.

Also cited were ABC-audited net paid figures for the top 50 magazines in ad revenue in 1983 to show that circulation peaked at 10 percent above the average in December, but also was 4 percent above the average in January.

For mail order response, the first quarter was found to be, by far, the most productive period, with January and February the best two months.

In addition, MPA gets in a plug for its own advertising campaign and the results of its "Changing Channels" study, showing magazine reading remaining strong as TV network shares erode.

Average number of calls and cost to close an industrial sale in 1981 and 1983

	Number of calls to close a sale		Average cost of the sale	
	1981 %	1983 %	1981 $	1983 $
1 Call	3.8	6.1	178.00	205.40
2 Calls	7.3	8.4	356.00	410.80
3 Calls	25.0	24.4	534.00	616.20
4 Calls	22.0	22.3	712.00	821.60
5 Calls	15.9	12.4	890.00	1,027.00
6 Calls	8.4	9.4	1,068.00	1,232.40
7 Calls	1.6	2.5	1,246.00	1,437.80
8 Calls	3.8	3.2	1,424.00	1,643.20
9 Calls	0.5	0.8	1,602.00	1,848.60
10 Calls	3.5	3.2	1,780.00	2,054.00
11 + Calls	6.9	7.4	2,670.00	3,118.35
Mean	5.1	5.5	907.80	1,129.70

Source: McGraw-Hill Research

The average number of calls to close an industrial sale continued its upward trend in 1983 to 5.5 (left), an increase of 8 percent from 1981. (Average cost of sale is average cost of a call times number needed to close.)

utor specializing in literary, art and other upscale special interest magazines, mailed the questionnaire on magazine sales and trends to 3,400 of its retail clients. Of those, 400, or about 12 percent, responded. The participants, which carry general interest titles also and are serviced by other wholesalers, were mainly book stores and newsstand retailers; the retailers do not include supermarkets.

The survey found the following:

- In the past two years, 77.2 percent of the respondents increased the number of magazine titles carried in their store; 16.5 percent had no change; 6.3 percent decreased the number of titles carried.
- In the next two years, 53.1 percent plan to increase the number of titles they carry; 41.5 percent will make no change; and 5.4 percent plan to decrease the number of titles.
- 33.8 percent of the respondents stated that magazines contribute 20 percent or more to their store's annual dollar volume and 23.6 percent stated that magazines contribute 20 percent or more to profit.
- 79.6 percent saw an increase in their magazine dollar sales volume in the past two years; 14.9 percent saw no change; 5.5 percent saw a decrease.
- In the next two years, 61.2 percent anticipate magazines contributing more dollar volume to their stores; 35.2 percent see no change in contribution; and 3.6 percent anticipate a decrease.
- 35.5 percent of the respondents would consider handling magazines on a non-returnable basis if, say, the store's discount was 50 percent.
- Although 52.5 percent of the respondents devoted 5 percent or less of their selling space to magazines, 52.3 percent stated that magazines contribute more than 5 percent to their store's profits.

Safeway exec fingers racks 'clogged' by annuals in urging better data

San Francisco—This conversation between Canada Safeway's president and a local wholesaler took place recently as the executive examined a magazine rack overstocked with expensive annuals at a newly opened Safeway store:

Question:	Why do we have so many copies of these expensive magazines and we're sold out of the best sellers?
Answer:	These are just "fillers." We had to fill the rack with something.
Question:	Will these quantities sell?
Answer:	No, probably not.
Question:	When do you plan to pick up the surplus?
Answer:	I don't know. When they're called in, I guess!

The exchange illustrates the inadequate sales information and inventory control provided by most magazine and paperback wholesalers, Tim Hopkins, division manager, variety merchandising for Safeway stores, remarked to his audience at the Pacific Coast Independent Magazine Wholesalers Association convention.

Annuals, quarterlies and one-shots are allowed to clog the racks instead of being removed when their profitable selling period has elapsed, Hopkins charged. These slow-selling expensive magazines tie up a disproportionately large chunk of inventory dollars.

"We believe too much of the rack

Top 10 American magazines in annual foreign single-copy sales

Playboy led all other United States-based magazines in foreign single-copy sales with annual foreign receipts of approximately $8,256,528, according to the recently released *Boarts' Report of Overseas Sales of American Magazines*, a study that was based on the December 31, 1983 Audit Bureau of Circulations (ABC) report. *Penthouse* placed second.

In the earlier Boarts' report, based on the June 30, 1983 ABC audit, *Penthouse* placed first while *Playboy* ranked second. *Penthouse*' foreign receipts increased by $755,640 in the latest report, but *Playboy*'s receipts jumped by $1,772,604.

Boarts' foreign sales reports do not include sales in Canada. The New York-based international distributor arrived at total foreign sales figures by multiplying each magazine's foreign sales of its ABC-reported issues by each magazine's annual frequency and by its cover price. The latest report analyzed 228 publications. Publications chosen for study are not limited to those distributed by Boarts.

Among the newcomers to the latest top 10 listing was *National Geographic*, which took third place. It earned annual foreign receipts of $1,986,724 after just entering the foreign single-copy sales market.

Magazine	Annual foreign sales in dollars*	Foreign copies* (ABC-reported issues)	U.S. copies (ABC-reported issues)	Foreign copies as a % of U.S. copies	Cover price and annual frequency	
1. *Playboy*	$8,256,528	229,348	2,366,434	9.6%	$3.00	12
2. *Penthouse*	7,956,000	221,000	2,923,684	7.5	23.00	12
3. *National Geographic*	1,986,724	87,137	2,486	3,505.1	1.90	12
4. *Playgirl***	1,451,258	40,998	406,450	10.0	2.95	12
5. *Hustler*	1,437,828	34,234	1,033,070	3.3	3.50	12
6. *Vogue*	1,223,064	33,974	779,137	4.3	3.00	12
7. *Muscle & Fitness*	1,170,076	33,053	275,821	11.9	2.95	12
8. *Architectural Digest*	1,121,364	20,766	72,025	28.8	4.50	12
9. *Easyriders*	1,064,280	44,345	285,516	15.5	2.00	12
10. *Jet*	1,054,300	16,220	196,164	8.2	1.25	52

* Excludes Canada. Includes U.S. possessions, military
** Figures supplied by publisher
Source: Boarts International, Inc.

toward membership eligibility.

The 20 percent rule had made it difficult for some small publishers to serve enough promotion copies to prospective advertisers and their agencies and to potential subscribers, explained Tom Cory, manager of ABC's business publications comparability program. The rule change will eliminate those problems, he said. Non-qualified circulation will continue to go uncounted toward eligibility. The change was effective immediately.

A second ABC rule change involved business publishers with paid and non-paid subscribers who wish to mail special issues only to their paid subscribers. Under the old rule, publishers wishing to qualify new non-paid subscribers had to first serve those readers with six consecutive issues. A publisher mailing a special issue only to paid subscribers broke the consecutive issue stream to non-paid subscribers, and therefore ran afoul of the qualification rule.

The rule change means that only regular issues are counted toward the non-paid qualification requirements. Special issue circulation will be reported separately on circulation statements, rather than being lumped into average circulation figures.

Seven magazines overstate circulation by 2 percent or more

Of the magazines whose Audit Bureau of Circulations (ABC) audit reports were released during the third quarter of 1984, seven overestimated their circulations by at least 2 percent, according to ABC officials.

ABC compares magazine audits with publisher's statements, and lists instances where the difference is at least 2 percent either way.

In-Fisherman was found to have overestimated its circulation by the highest percentage (9.98 percent) of the seven magazines. No publications were found to have underestimated their circulation by more than 2 percent.

Magazine	Audit period	Total paid publisher's statements	Total paid audit report	Difference	Percentage difference
**Daytimers*	12/31/82	113,889	108,689	—5,200	—4.57%
D.C. Comics Group	6/30/83	3,310,203	3,207,448	—102,755	—3.10
Houston Business Journal	12/31/83	16,241	15,858	—383	—2.36
In-Fisherman	6/30/83	157,723	141,989	—15,734	—9.98
Right On	6/30/83	156,071	150,747	—5,324	—3.41
Saturday Evening Post	6/30/83	719,118	704,434	—14,684	—2.04
Texas Homes	6/30/83	82,522	80,635	—1,887	—2.29

*Termination audit.
Source: Audit Bureau of Circulations

Business Week expects easier problem-solving with new database

New York City—McGraw-Hill Inc. hopes to succeed this month with a full conversion of *Business Week*'s in-house fulfillment operations to a database management system (DBMS). A primary benefit of the new system will be added flexibility in using fulfillment data to solve circulation and advertising problems, explains Ken Graham, circulation director.

The new system, whose foundation is the IDMS software package supplied by Cullinet, will overcome some of the limitations in *Business Week*'s current fulfillment system, Graham said. That system is 15 years old and, although computerized, was not set up as a DBMS.

The inflexibility of the old computer programs has made it difficult for the circulation department to manipulate subscriber lists based on different variables, Graham said. For example, it has been cumbersome to mail and track renewal promotions based on the source of an original subscription, to promote "renewals at birth," or to upgrade subscribers to full-price or longer-term subscriptions. The processing of group sales has also been difficult, Graham said.

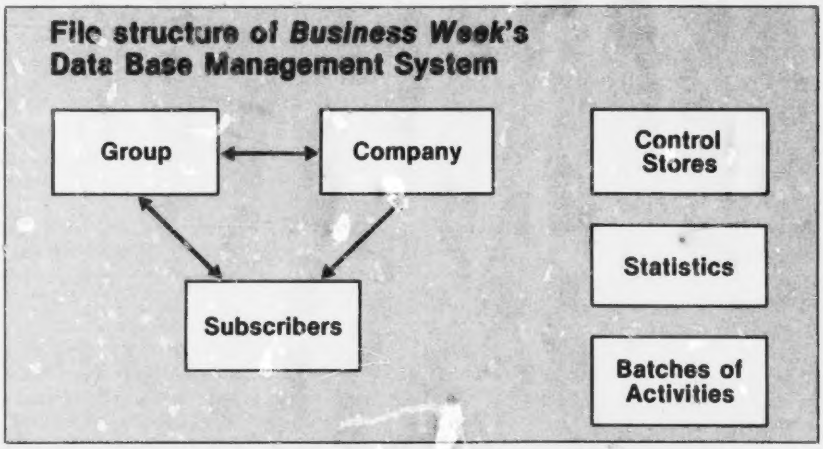
"The old programs were getting harder and harder to change," he observed. "There came a point where it was easier and less expensive to build a new system than to change the old." He noted that the problems could have been solved without going to a DBMS, but the DBMS will solve many of the problems and bring greater capability to the magazine's fulfillment operations.

The new system stores fulfillment data in three linked computer files: the subscriber, company and group files. Included under the subscriber's name is that person's address, title, company and subscription contract as well as a complete transaction history of all the promotion activity mailed to him.

The company file contains a set of records by parent company, including subsidiaries, nature of business and Standard Industry Code. The group file is used to track corporate or group subscriptions. A group contact is listed as well as payment instructions.

The system's flexibility in accessing information is provided by linking those three files together. For example, a manager can ask the system to identify where a particular subscriber works. On the flip side, a manager can ask for the names of all employees at a specific company who have a subscription.

Graham cited another example of the flexibility that the DBMS will provide. With the new system, the circula-



Business Week's fulfillment data can be accessed through three computer files linked together on the DBMS. The linked files contain data about individual subscribers, where they work, and about group or bulk subscriptions. The remaining, unlinked files contain the parameters and tables that drive the system, report formats, and activities in process.

Having overcome at least in part the shock of steep increases in the price of paper, publishers are now having to deal with a serious paper shortage. Fifteen publishing and paper executives reveal their survival tactics.

The paper chase

By Diane Reese
Associate Editor

Through a combination of planning, juggling, creativity and flexibility, most publishers have found a way to survive the current paper crunch. While they are coping with steep price hikes—a 12 percent to 15 percent price increase is expected for 1985—they are more concerned with availability. They can live with price hikes—ad sales growth eases that burden—but they cannot live without paper.

Now, 18 months into the tight market that caught many by surprise, the panic has passed, but the situation remains delicate. Publishers *are* getting paper. And although they are sometimes getting it on a wish and a prayer, the presses are still rolling. However, any glitch—a paper machine breakdown, a rail car delay, a union job slowdown—can wreck the balance. Some publishers are teetering closer to crisis than others. Generally, those who were caught with depleted supplies and who reacted too slowly have been hurt the most.

But on the whole, publishers have not been forced to make dramatic concessions. They are not turning away business or cutting back growth. Many have gone abroad for paper, but many others have not yet been pushed that far. They are playing it close, having to keep inventories lower than is comfortable. They track their paper's comings and goings to the minute and the mile because there is little margin for error. Expensive trucking substitutes for slower rail carriage at times. Close calls and horror stories abound—paper is rushed in one door and magazines emerge from the other. Yet publishers are making it. And many feel the breathing will come easier next year.

"Overall we've been very fortunate. We haven't been out of paper for any publication; we haven't missed any dates," says David Mayer, special projects director at Harcourt Brace Jovanovich. "But it's been very tight. Our inventories are small and have been, but at least we're coming through."

Mayer, who buys mostly 38-pound to 50-pound coated stock and deals primarily through merchants, echoes the experience of several other large publishers who spoke with cautious optimism—afraid to sound as if their success in the paper chase has been unearned or easy. Some said they were better off this time mainly because they learned valuable lessons from the last big crunch that peaked in 1979-1980.

"We're in a little better condition than we were in the '79 crunch," says Irving Herschbein, director of manufacturing and distribution for Conde Nast Publications Inc. "We began to see what was happening and took immediate steps. We didn't waste time hoping it would go away."

Herschbein's company eats up 96,000 tons of coated groundwood a year, and although he is supplying it through his regular sources, he says there is never a dull moment.

"I've been doing this almost like a vaudeville act. One paper mill said that the year only had 11 months. They simply wiped out one month. Another mill is running six weeks late, which is the same as saying we lost a month and a half—and I doubt if we'll ever see that paper. Two mills have shorted us on a percentage basis . . . everybody's got a different way of accounting for the shortfalls," he declares.

The mills—running full speed 24 hours a day, seven days a week—are operating at 100 percent capacity now. Using data supplied by the mills for the first six months of 1984, the American Paper Institute (API) estimates that domestic shipments of coated groundwood and freesheet totaled 6,251,000 tons in all of 1984. That is nearly 200,000 tons more than the mills said they could produce at the start of the year, indicating that they "found more productivity" than originally anticipated, according to API.

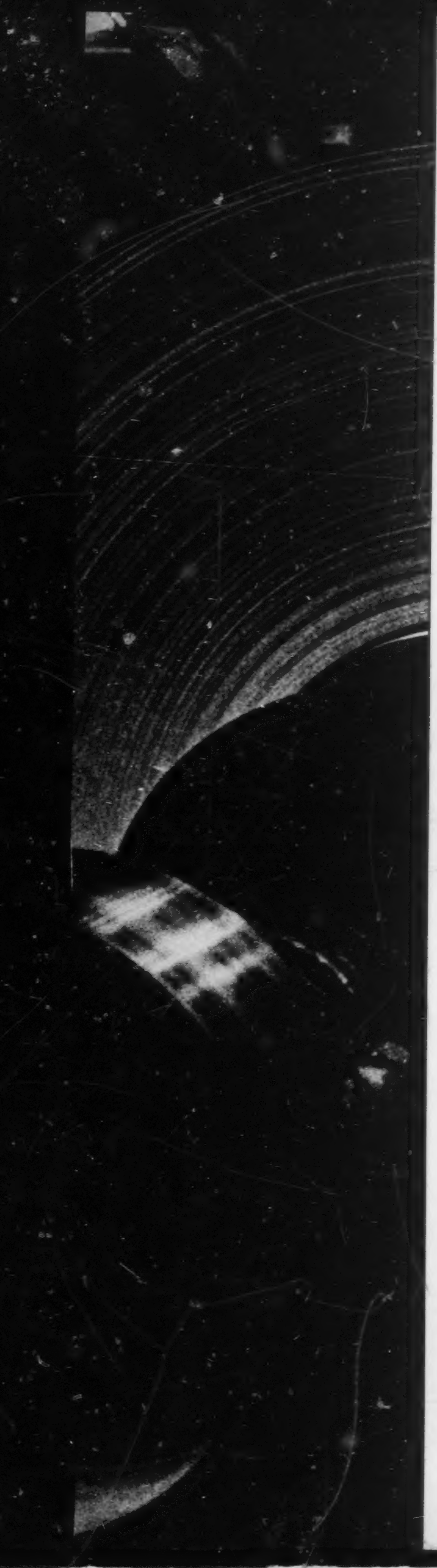
But it is not enough to keep up with demand—deliveries are arriving anywhere from three to eight weeks late, buyers say, and foreign imports are flowing in to quench the thirst for more coated white paper. With no U.S. mills planning substantial increases in coated-paper-making capacity for next year, relief is not certain anytime soon.

Three situations, three solutions

How publishers secure paper—directly from mills, through merchants, or from printers—mirrors their market power and colors their options for scaring up paper in a tight market. Times Mirror Magazines, publisher of *Ski*, *Popular Science* and others, buys the bulk of its 24,000 tons yearly from mills. The crunch caught them off guard.

"Like all publishers, we had tried to reduce our inventory levels during the soft market because that was also a period of very high interest rates," explains Gertrud Borchardt, director of manufacturing. "Overall, the paper we ordered in 1983 was less than we used in '83 because we were using up old inventory. When the tightness started in July, we were cut back to levels of orders for that year, which meant we really had a shortfall."

Borchardt went to the foreign markets, buying about 20 percent of her tonnage, mainly from Italy and Germany, at stiff 25 percent to 30 percent premiums. She said the quality is not al-



ways consistent and delivery times are longer, but at least she can get paper.

Los Angeles Magazine has its paper supplied through its printer, R.R. Donnelley & Sons Company, one of the largest magazine printers in the country. When the crunch came, Larry L. Clay, the magazine's production director, decided to switch from printing on a combination of 43-pound and 50-pound coated groundwood to straight 45-pound in order to save money. "To date we have never experienced a problem of availability," he says. "The big problem is in the price increases."

With many mills setting allocations based on 1983 orders from publishers, a new or quickly growing magazine may have to work extra hard to get paper to support its growth because its allocation history is disproportionately low. *American Health*, which vaulted to an 800,000 circulation in only two years of existence, had to pass up the security of a contract with its merchant because the merchant was willing to guarantee only 85 percent of the magazine's paper needs, according to Richard Muehleman, the magazine's production director at the time.

Muehleman felt he needed the flexibility to query other sources, and for more than 15 percent of his paper supply, in order to be an attractive risk to suppliers. He refused the contract offer but kept the relationship intact. And by selling the magazine's growth potential, he succeeded in lining up a second merchant as well.

These magazine publishers, varying in size and situation, solved their paper shortages in differing ways—through mills, merchants, and printers. Like the major publishing houses, they leaned on established relationships with their suppliers and left no source unconsidered in attempting to secure paper.

While opinions vary as to who has it easier in this paper dearth—the Time Inc.s and McGraw Hills who can throw their market weight around and demand fulfillment of their contract tonnage, or the small magazines whose needs are unlikely to break a supplier—no one disagrees that the shortage is genuine and severe.

What's a publisher to do?

Paper-buying executives, many of whom have long experience dealing with shortages, say they can resort to a limited set of tactics for finding paper: They look for new suppliers, pressure their old source for more paper, juggle the types of paper used, and save paper any way possible. This shortage presents the same options. The key to successful paper hunting? Speed, they say.

"We acted swiftly to scour the country, find out where paper might be available—merchants, printers, whomever," explains an executive at a large trade publishing company buying over 40,000 tons a year. "We exercised our buying leverage and went beyond normal sources, and we acted early to secure extra tonnage from our regular sources."

Was it necessary to make compromises? "No foreign, no substitutions, no use of more expensive paper," he states.

"When we began to sense something was up, we moved quickly, opened up other paper mills, took on other suppliers as needed, took on more tonnage from mills that could increase it with us," seconds Conde Nast's Herschbein. "We started early enough before it got too tight. You couldn't do that now."

"Publishers have not been forced to make dramatic concessions. They are not turning away business or cutting back growth. Many have gone abroad for paper, but many others have not."

Although a large company such as Conde Nast obviously has pull with suppliers, such companies also can be hampered by bureaucracy that prevents swift action. This red tape needs to be cut during a crunch crisis, says one paper manager: "You need someone managing the paper operations who has the support of the company, the authority to go do whatever is necessary, quickly."

Going abroad for paper

Because of the backlog at domestic mills, many publishers turned to foreign markets to pick up the slack. By August of this year, 175,000 to 200,000 tons of coated paper had been imported to the United States, with the bulk being sent by Germany, Italy and Finland, according to John P. Clifford, chairman and chief operating officer of Clayton International, a paper merchant. The API estimates that 316,000 tons of coated groundwood and freesheet will come in from abroad during 1984—nearly double what was imported last year.

In many cases, that foreign paper is carrying a hefty price— for example, about $1,000 a ton, compared to domestic 34-pound coated stock, which costs about $880 a ton, according to the *Pulp* *and Paper PriceBook.* But publishers who have direct contacts with foreign mills say they are paying no more than domestic prices for their foreign stock.

"We imported paper back in the mid-seventies, and we kept those contacts alive throughout the intervening years," says James Lesac, corporate director of purchasing at Meredith Publishing Corp., which is buying from 15 percent to 20 percent of its paper abroad. "If you buy on a direct basis from a mill, then because of our strong dollar, it's below domestic prices. However, if you go through brokers—and they've sprung up like wild weeds in this tight market—then by the time you've put on all the markups, people have paid as much as $150 to $200 premiums per ton," he reports.

"Paper on a rail car when it is due at the printer qualifies as a crisis, publishers agree. Average rail travel time can be cut to under a week by using trucks, but high cost makes trucking a solution only for desperate times."

Borchardt at Times Mirror says she is considering establishing long-term ties with some foreign mills to provide a stable supply source for the next time the U.S. paper market shrinks. Indeed, the foreign suppliers have begun demanding such commitments from their American buyers, according to R.R. Donnelley.

Donnelley supplies paper on slightly more than half the magazines it prints, and Robert Myers, senior vice president, claims that the company has been able to take care of old customers and provide paper for new business without fail, primarily by increases in tonnage allotments from domestic producers and a "significant" amount of paper from overseas.

"We previously bought foreign paper on a piecemeal basis during shortages. Now we're making longer-term commitments, so we're not kissing them in the evening and leaving them in the morning," Myers explains. "Frankly, it's at their insistence. They can drive a harder bargain now because the situation is so tight here." The foreign mills generally are demanding that American buyers sign a three-year contract, according to Myers.

But erratic delivery performance from foreign suppliers has kept some publishers who had considered going abroad at home. "I can't find anyone that can guarantee any kind of delivery. Delivery is whenever it gets here. That makes it difficult to plan, so I've stayed away," declares one paper buyer.

'Feverish trucking' for emergencies

Paper on a rail car when it is due at the printer qualifies as a crisis, publishers agree. Average rail travel time of two to three weeks can be cut to under a week by using trucks, but the high cost makes trucking a solution only for desperate times. "There's a lot of major publishers that for the last year have been trucking paper feverishly . . . because they let their inventories run down," confides a production executive at a large weekly magazine that has not yet had to engage in the practice.

John Child, manager of manufacturing finance at *U.S. News & World Report*, agrees: "If there's a production problem at a mill and it slips two weeks, a year ago we'd have said 'Fine, ship whenever.' Today I am so tight that it literally will have to be put on a truck and rushed directly to the plant to get it there in time for printing. There's no fat in the inventory."

Substitutions limited

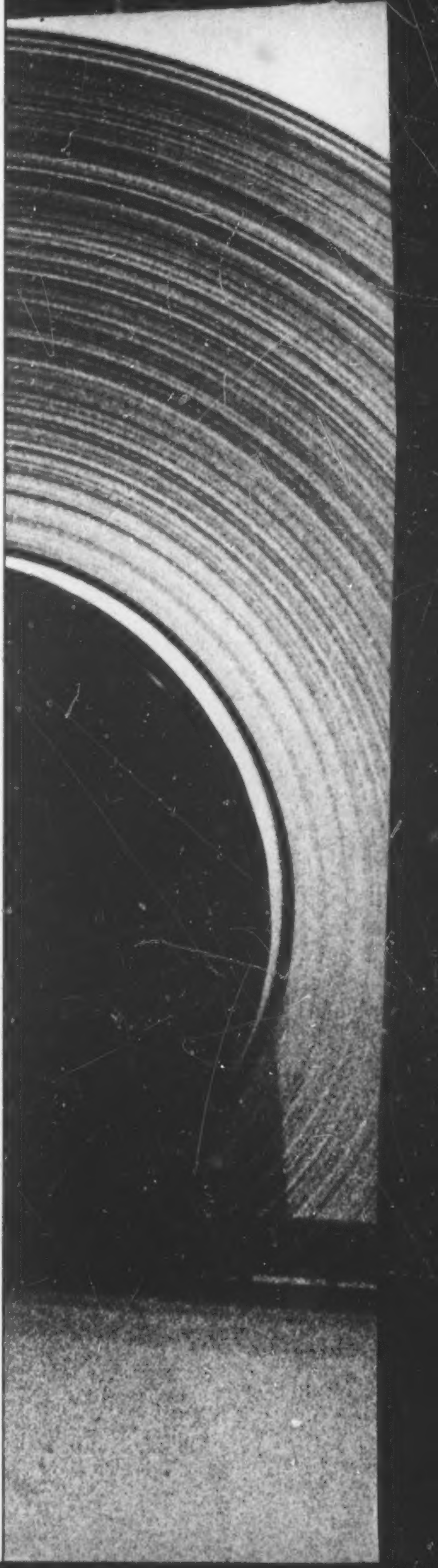
Number 5 coated paper is short throughout the entire range of lightweight coated stocks, paper buyers say, but few have made dramatic shifts to very heavy or lower quality paper for part or whole issues. Some slight shifting is occurring on a spot basis—usually substituting a weight or two higher, it appears.

"If we were printing on 40-pound, we in some issues may have had to go to 60-pound because that's what was available," says HBJ's Mayer, speaking of the last shortage. "Now we're just printing a couple on 45-pound from 40, which is no big change."

Mayer also tried moving some publications down from 40-pound to 38-pound in an effort to increase yield—the number of feet on a roll—because HBJ's allotments from the mills were based on weight, rather than on linear feet. "It becomes somewhat of a moot point because the mills haven't been able to keep up their deliveries, so it hasn't seemed to work too well for us," he acknowledges.

In some cases publishers have gone to more expensive grades of coated paper, called freesheet because it contains no groundwood, but even that availability is starting to tighten, buyers point out.

The publishing industry has waged a vendetta against paper waste



over the past several years. Printers have been pushed to new standards of efficiency in paper usage and percent of waste has been cut from the low twenties to the low teens, according to one production executive. With paper tight, publishers are again scrutinizing waste.

Times Mirror instituted an underconsumption incentive program for its printer as a direct result of the paper crunch. The company set 1983's paper consumption as a benchmark, and any cost savings generated by using less paper is shared equally with the printer—a system in use by many large publishers.

At *Los Angeles Magazine*, the drop to a lower basis weight (from 50-pound to 45-pound) that was prompted by higher paper prices has meant that production quality must be more carefully checked.

"We're looking for tighter quality control from our printer—maximum efficiency, less spoilage, better pressmanship—and that has a definite effect on manufacturing," says Clay, the production director.

Careful tracking a must

Many of the production executives contacted by FOLIO said they were devoting more time to monitoring both their paper's whereabouts and the paper market's signals. With inventories cut to the bone and the threat of running out of paper ever present, there is simply no padding in schedules and little time to be searching for after-the-fact alternative sources, they say. Paper managers must know where their paper is, and where they can get backup in an emergency.

"We have a department doing nothing but tracking orders, pleading with the paper mills. We all spend a lot of time with the paper people to make sure nothing happens that we're not aware of," explains Herschbein. After the last shortage, he added more people to the manufacturing staff, thus providing more eyes to watch the paper business.

Joel Reiss, assistant director for material at *Newsweek*, says that, because their inventories are below what they consider a favorable level, they have to monitor more closely how they allocate paper among the various printing plants. "What helps is our computer system that keeps track of paper from purchase order through waste management," he says.

At *Los Angeles Magazine*, which buys its paper through its printer, the paper crunch "put a fire" under a decision to computerize their paper tracking procedures, the production director says. He augmented the magazine's IBM System 34 with IBM PCs. Now all paper costs and projections will be done on the computer, instead of by hand, Clay explains, and he hopes that will give him more control over his paper.

"I question how effective my input is now because I'm basing my knowledge on my supplier's knowledge," he observes. "The end user has the final say so, but in order to manipulate information and gear it to the publisher's eyes—that's one of the incentives for getting paper onto a computer. It's easily accessible, easily manipulated.

"A well-informed history, a track record on order, usage, efficiencies of your printer, when orders are received, what qualities are received—to have that at one's finger tips is about as close to a crystal ball as you can get," Clay remarks.

When asked what they did to cope with the tight paper situation, production executives, merchants and printers consistently said they went to the people with whom they always dealt and asked for help. They leaned on relationships, buyers said, and asked suppliers to somehow find the paper—knowing that the market will eventually turn around and suppliers will lean on them to buy during slow times.

"Juggling paper to meet press deadlines—among publications for a multititle publisher and among customers for merchants, printers and mills—is sometimes necessary now. Publishers are even willing to come to each other's rescue in an emergency."

"There's really nothing more we can do than continually chase our suppliers to make good and give us as much as they possibly can," says Herschbein." I always kid my friends in the paper business. I say, 'Well, now remember, in a couple of years it'll be your turn to buy lunch.'"

Newsweek's Reiss emphasizes that the paper industry is tightly knit, and personal ties count plenty: "The publishers that do shop around in soft markets for bargains are very well known to the paper companies, and they're having problems. Paper companies have long memories."

Leonard Pinto, vice president and general manager of Davis Publications, says his company is not merely "coping," its needs are being met by the firm's regular merchants and printers even though Davis had a recent startup, *Sylvia Porter's Personal Finance Magazine*. That required a paper commitment that grew from 250,000 copies in December 1983 to over 700,000 copies by mid-1984, and the printer came through with the stock, according to Pinto.

"We never helter-skelter about to try to save a few bucks and disrupt the relationships we've had for years," he says. "Because of that, we've found that, in times of stress, that really comes to the fore."

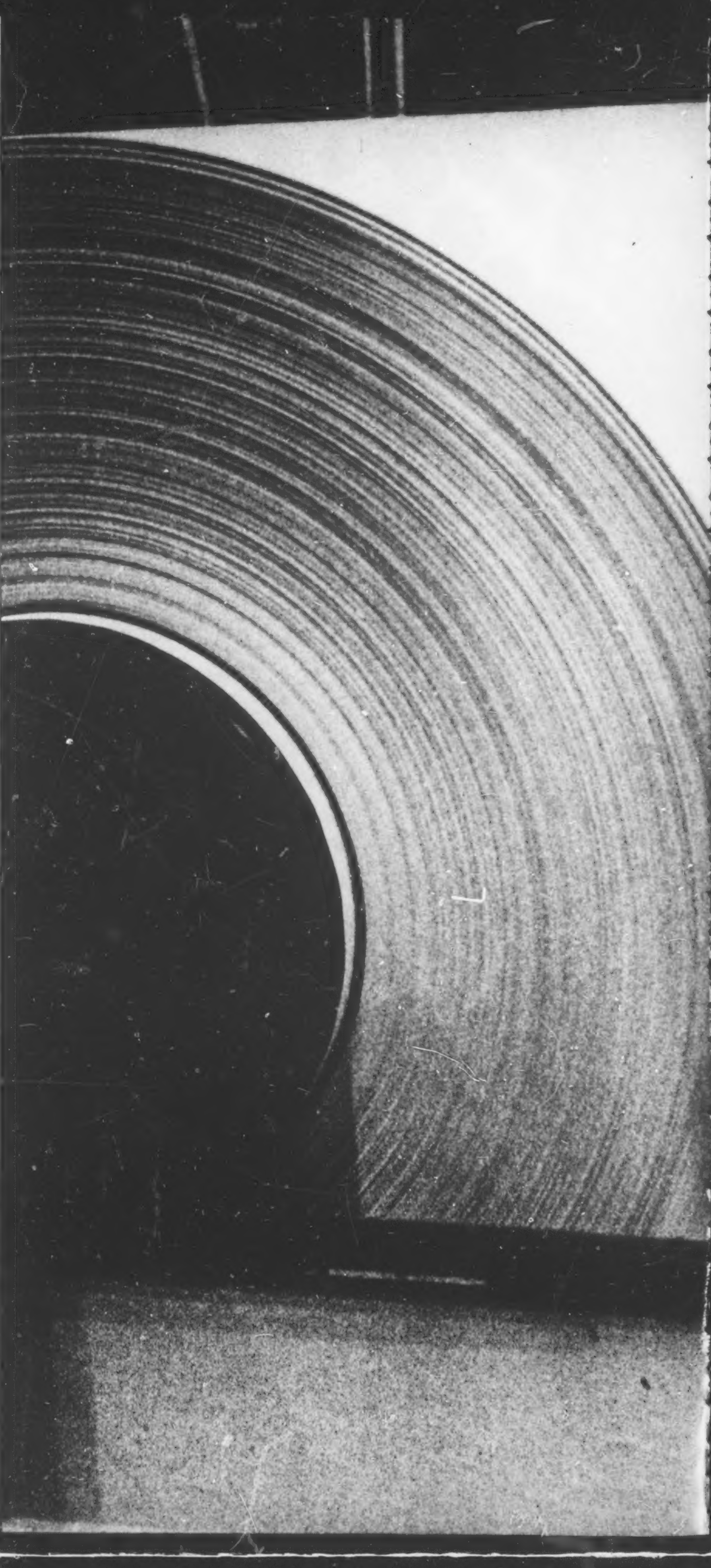
Shopping for bargains during a soft market was unanimously seen as dangerous by the production executives who spoke to FOLIO, but even legitimate shopping—to upgrade quality, for example—must be tempered by consideration of the repercussion during a squeeze, according to *Los Angeles Magazine*'s Clay.

"When the market got soft, we were looking very seriously at trying to improve quality without dramatically increasing cost because that was a viable alternative at the time. It would have been shortsighted if we hadn't looked at other mills and other stocks," he asserts. But they conducted the search through their printer, looking at different mills and vendors, "recognizing that our current relationship with that printer was a valuable relationship in a time such as we're having now," Clay points out.

The art of juggling

Juggling paper to meet press deadlines—among publications for a multititle publisher and among customers for merchants, printers and mills—is sometimes necessary now, publishers and suppliers say. Although mills theoretically treat all customers the same, cutting them all proportionately and delivering equally late to all, they do make exceptions. "It goes without saying that if a customer doesn't have paper to meet a press date, we'll try very hard to meet their press," says Ted Robinson vice president and general manager, printing paper division of St. Regis.

Publishers are even willing to come to each other's rescue in an emergency. John Romeo, director of production at *Forbes*, tells of receiving an S.O.S. call from the giant Conde Nast on one occasion, and he says he was able to help. Myers at R.R. Donnelley reports that they have at times substituted paper that belongs to one publisher to meet another's press run. "Usually that's worked out between two publishers," he says. "If they have the same paper and the same roll size and



one guy is really in trouble, he'll call the other and say 'Hey, we need a thousand tons. Can I have it? I'll pay you back next week.'"

Brokers can be indispensable during a tight market, many paper buyers say. Child of *U.S.News* buys 25,000 tons of paper directly from six mills, with the exception of one brand that he buys through a broker because he considers that contact a valuable source of information about the market.

The merchants have also been crucial because they can juggle around their paper allotments, almost on a weekly basis, to satisfy their customers' press needs. "That's how everybody is coping," says one user of merchants.

Some publishing observers say that a magazine whose printer is supplying the paper is free from the constant haggling and worry of getting paper. But a manufacturing executive at a large publisher buying directly from mills notes that he has the benefit of control over his paper stream. A publisher relying on printers is leaving his "destiny in the printer's hand," he says.

Clay at *Los Angeles Magazine* agrees that, for the publisher whose paper source is his printer, the hassles do not go away.

"When you're not supplying your own stock, the problem is to be certain that your printer, or your broker, is really looking out for your best interest. Can I rely on them to look for alternative stock, different vendors, different merchants to supply our needs?" he asks.

What publishers are not doing, they claim, is turning away advertising or tampering with their editorial content to shorten issues and save paper. They are not shelving special issues or annuals, although many agree it is a poor time to launch a new magazine. Most

Some easing in paper market foreseen

Publishers and suppliers are wary about predicting what will happen in the paper market. Opinions differ over how much longer supplies will be tight or when prices will level off. A study by Strategic Futures Inc., a market research firm, forecasts a shortfall of 550,000 tons of publication grade paper in 1985, representing a 6 percent oversold position for domestic mills. But several paper buyers said they thought the shortfall would be only about half that amount.

Many experts contacted by FOLIO also say they detect some easing in the market, and their expectations for 1985 are that it is not going to get worse, and may even get better.

"To some degree, there is an easing—and I expect by January we'll see a little more as the mills resolve some of their problems and get to a higher level of productivity and get up to speed," observes HBJ's Mayer. "I've gotten calls in the last couple of weeks from some spot people, saying that there is a little spot tonnage available," he adds.

"I believe it's starting to get a little better," agrees Rick Irwin, senior vice president, general manager, publications division of Gould Paper Corp. "Those six-week dates are starting to improve slightly—you've got to use the word slightly."

"I think perhaps we're getting used to it a little bit, but I don't see it easing," counters Child of *U.S.News*.

Clayton International's Clifford estimates that if the paper industry could provide 10 percent to 15 percent more coated groundwood, it could be easily sold. But publishers need that capacity now. One mill, Consolidated Papers Inc., announced that it had received board approval to add a new lightweight coated paper machine; International Paper said it planned to add 350,000 to 400,000 tons of coated paper capacity over the next "several years," and speculation was high that several others would announce shortly. Some minor additions to capacity should be available in 1985 from upgrading of old machines, but probably no substantial new tonnage will be available until 1987, industry watchers predict.

The question of what will happen to the catalog and insert marketers who have "intruded" on the magazine publishers' coated paper domain also breeds speculation. While some sources say these users are relying heavily on foreign imports and will be unable to continue paying the high prices, others say that catalogs are here to stay and must be accommodated. Whatever the catalogs' fate, most publishers predict a coated paper shortage until the economy slows.

"The only thing that can change the current tight marketplace for the foreseeable future—I'm not sure what that means anymore, probably the next two to three years—is a major recession," asserts Clifford, who predicts about a million tons of capacity will come on line from 1986 to 1988. "Everything is in place for demand to continue to exceed supply. If the current economy stays stable, growing at some 3 percent to 5 percent a year, then even an increased capacity of one million tons should be basically absorbed through 1988."

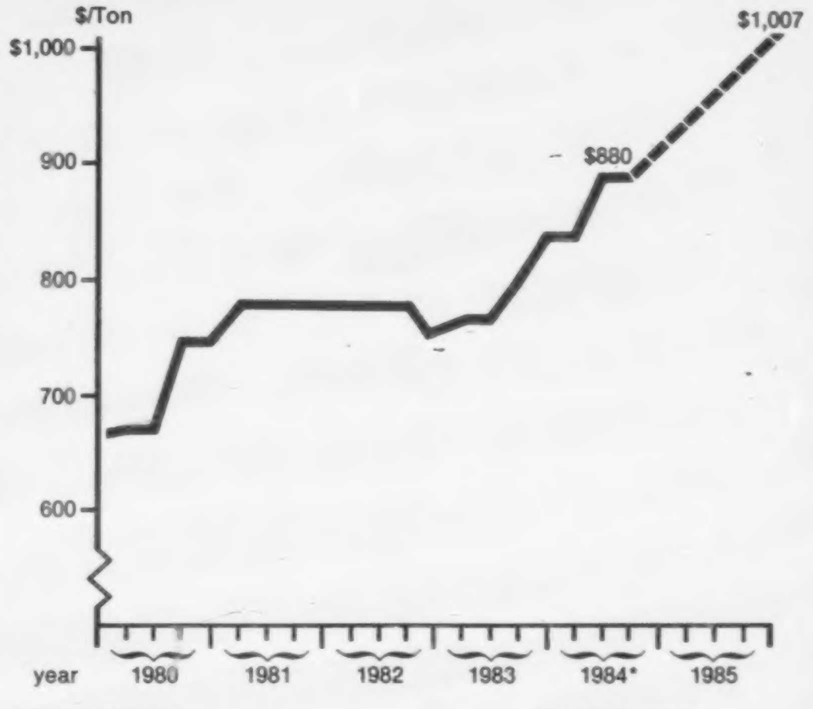
publishers who had special requirements this year—such as *Sports Illustrated*'s 534-page Olympic issue, or the *Forbes* 500 issue, which it spun off as a separate publication—said they had planned well ahead to assure paper supply.

"In 1983 we too were part of the trend in cutting back inventories," says Romeo of *Forbes*. "Back in April and May of '83 I was quite concerned about our new books coming out in '84. But I notified my suppliers that no matter what I cut in early '83, I would take it all plus more by year end." Romeo had to find paper not only for the *Forbes* 500, but also for the second annual *Forbes* 400 issue and a 27th regular issue of the magazine. He succeeded, but he had to resort to buying German and Italian paper, he admits.

Cutting trim size is another paper-saving option—but many publishers say they did that even before the paper crunch as a general economizing move, not only to save paper but also to cut freight and postage costs and to keep their publications in line with competitors.

"We generally followed the trade in cutting trim size," explains Lesac of Meredith. "A customer may advertise in a number of different magazines, so the original materials that he provides are probably the same whether

Prices for no. 5 coated groundwood—average price in U.S. dollars/ton



Source: St. Regis Corp.

*Pulp and Paper Week

Publishers caught off guard with precariously low inventories

When the paper crunch hit in July 1983, many publishers were caught unprotected and with precariously low inventories. The resultant scramble for reinforcements was a familiar one—a scramble reinacted every few years as business swings through its inevitable cycles.

How did publishers get into this paper bind? A soft market, followed by a stunningly fast turnaround, caught both users and suppliers off guard, according to publishers and paper suppliers.

The softness was evident by 1982, when a sputtering economy and high interest rates sent demand for paper spiraling downward. Rather than tie up millions in inventory, publishers drew down their paper stock, keeping as little as one month's supply, instead of a safe two months for monthlies and six weeks for weeklies, according to manufacturing executives. It was a buyer's market; all a publisher had to do to get paper in a hurry was pick up a phone and call his mill or merchant.

"Publishers were using the paper machine as their inventory," says John P. Clifford, chairman and chief operating officer at Clayton International, a paper merchant. "They could get paper within literally a week, three weeks at the top."

While the publishers enjoyed their advantage, the mills suffered. Some mills, down to an operating rate of 85 percent, found themselves forced to take downtime in early 1983. They shipped paper to publishers early and shipped more than was requested. In April 1983 they went to discounting, with the major mills cutting prices by at least 5 percent. In an effort to drum up business and keep the paper machines running, mills went outside their steady customers to find new sources of business.

July 1983: It hit

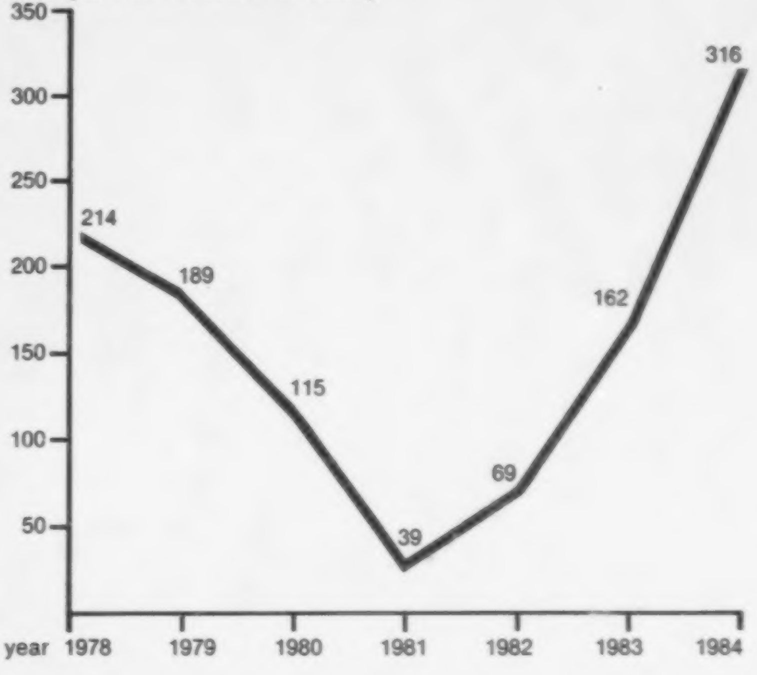
A soft paper market inevitably ends, publishers say. But when the pendulum swings, it usually swings gradually; this time it swooped to the side of the mills.

"We came back from the Fourth of July weekend and we were on allocations," says Rick Irwin, general manager, publications paper division, at Gould Paper Corp., a merchant. Suddenly the publishers calling for paper shipments were told it would be six weeks before a delivery could arrive. The market ricocheted from surplus to shortage practically overnight, and publishers rushed to place orders to prevent being locked out completely. The mills were swamped.

"At a time when we were short orders, we had been doing everything we could to find places for the tonnage we had," explains Ted Robinson, vice president and general manager, printing paper division of St. Regis, a leading producer of coated paper. "So there were commitments made when there was a shortage of orders, and those commitments had to be honored also. It got us into an oversold position very fast. And that's true of all mills in the coated paper grades."

"The unique part of this shortage is the way it turned in a 30-day period," comments John Child, manager of manufacturing finance at *U.S. News & World Report*. "It's kind of like being in a movie theater and one person yells 'fire.' Everybody tried to get out at the same time. The exits can't let so many people through." The attitude became "I'm going to get mine," he says, as publishers immediately tried to increase their tonnage and allocations.

Some of it was insurance buy-



Foreign Imports—
freesheet and coated groundwood
(in thousands of tons)

Source: U.S. Gov't. statistics

they go into our magazine or one of our competitors' magazines. When magazines establish size, it's generally comparable throughout the industry."

The use of supercalendar—uncoated paper that goes through a final heated press, making it slightly more light-reflecting than straight uncoated—is being avoided by publishers much more during this shortage.

Richard Serafin, corporate production director at Time Inc., says his company used supercalendar in the last shortage in the "current form"—the latest pages printed in its weeklies, and at the time done only in black-and-white and two color.

"Now our book has changed so we're printing in four color in current form. This wouldn't be a good practice on supercalendar, so when the market changed we tried to make sure we didn't have to do that again," Serafin says.

It is not only the production limitations presented by supercalendar that have kept publishers from using it, but also the "cheap" image it gives to magazines. Times Mirror used it to fill in the backs of publications during the last squeeze, Borchardt says, but this time they are steering clear.

"Over the years we tried to change the image of magazines where we had used it in the past—improve quality, eliminate a number of mailing. "It was like during the gas shortage. Everybody lined up to keep their tanks full," adds David Hewitt, executive vice president of Dartmouth Printing Company.

The mills, pressed for deliveries, responded by cutting allocations across the board (Boise Cascade was one of the first, cutting all customers to 89 percent of their contractual quotas), by eliminating a month's orders, or by simply falling behind on deliveries.

"By the time the mills could gear up and get their production up to normal levels, they were 20 to 30 days behind and the demand was so great, they just weren't able to get caught up," explains James Lesac, corporate director of purchasing at Meredith Publishing Corporation.

With the increased demand came price hikes: After two quarters of discounted prices, October 1983 brought an increase that set prices back up to their prediscount levels. Where the summer had seen 34-pound groundwood selling for $730 a ton, by the fourth quarter it was over $780—a hike of nearly 7 percent. Since then prices have risen about 6.5 percent in January of this year and another 6 percent in July.

The sudden tightness is not without its logical explanations. Several market forces converged to cause the run up in demand that summer: Most often cited by industry sources are the influx of catalogs and newspaper inserts being printed on number 5 coated groundwood; new startups, especially computer magazines; and the hefty increase in advertising pages placed as advertisers came around to believing that the economy was truly expanding. The need for publishers to rebuild depleted paper inventories to support the increased advertising pages, the threat of strikes by union workers at mills, and the demand for coated paper generated by the Olympics and the Presidential election were also noted by paper experts.

Catalogs and newspaper inserts—what publishers like to call "interlopers"—are the most consistent competitors for coated paper. Where magazines used to command the coated paper market, accounting for an estimated 90 percent of that paper usage, their share has now fallen to about 55 percent, according to Clayton's Clifford. Catalogs now claim 25 percent to 30 percent of that paper.

"That market has grown tremendously. I've talked to a number of printers who last year had nothing of that business because the company didn't exist, and this year they're buying 40,000 tons of paper," comments Gertrud Borchardt, director of manufacturing at Times Mirror. "If you multiply that by a number of companies, that has to account for a large portion of the shortfall."

"The insert business has gone from what was in round numbers some 25,000 tons in demand two years ago to what is now almost not calculable—it could be 400,000 tons of demand. There's no way to put a finger on it," says Clifford.

As confidence in the economy began to solidify in mid-1983, publishers point out, advertisers began funneling dollars into print schedules, adding impetus to the paper crunch. Whereas ad pages had risen by 5.3 percent in the first half of 1983, according to Publishers Information Bureau, by year end pages were up 9.4 percent and revenue for the year had jumped 16.6 percent. That momentum has held steady in 1984: Ad pages were up another 8.4 percent for the first six months of this year.

order ads," she explains. "So we really didn't want to bring supercalendar back into the picture." Instead she has gone to higher weight and higher priced paper at times, making the cost impact of this shortage "much worse," she adds.

And too, supercalendar is in short supply in its own right—what is available is mostly foreign, and that is being siphoned off by the catalog and insert market, sources say.

How this shortage differs

Although publishers say they are coping with the crunch, few downplay the severity of this shortage compared to others.

Coated paper supply

Demand/projections (000)

U.S. capacity (opt/max)	**1985**	**1986**
Coated (freesheet and groundwood)	6,257	6,351
U.S. demand		
Coated (freesheet and groundwood)	6,290	6,295

"The 1979 market was a false market. The paper companies were gauging," claims Anthony Fioravanti, paper manager for the New York Times Magazine Group. "If you wanted to pay the price, you got paper. When the market is tight, money does not buy paper." Fioravanti says that there is simply no spare paper, even for a price, in this market.

Most paper buyers agree that the suddenness of this crunch differentiates it from previous ones. As late as early July 1983, experts were forecasting a continuation of the soft market, asserts one manufacturing director, and then a week later the market constricted drastically. The St. Regis executive admits that his company failed to call the crunch.

"We were predicting oversupply of coated paper all the way through 1985, into 1986," he says. "Then in six weeks it turned around to a shortfall and it's been that way ever since. We totally mispredicted it coming."

A paper buyer offers evidence that the shortage is a true one: "In June of 1983, before the tightness developed, paper companies went forth with the option to continue the price discounts," remarks *Newsweek*'s Reiss. "You can bet your bottom dollar they would not have continued the discounts if they expected the market to tighten." As it was, the mills had to wait until the fourth quarter before taking their contractually allowed price hikes.

Yet the rumblings of a potential disaster could be heard if buyers were paying close attention, say some publishers who were listening, and it gave them a crucial head start.

"Part of my knowledge may be because I was buying and researching a large order of paper for our Olympics issue," says Clay, speaking of the 1.5 million pounds of coated paper he needed for *Los Angeles Magazine*'s special guide to the Olympics. "Looking at it as a spot buy made me aware that there wasn't five hundred thousand pounds of this paper lying around anywhere."

Clay says that in January 1983 when he first began the process, availability was no problem, but by April he saw signs of the crunch. He signed a contract just as the market started to tighten, knowing a decision had to be made.

"It was like a thunder storm in the Mojave Desert. You could see the clouds coming, but only if you were looking up at the sky," he observes.

Large publishers are generally covered, but paper buyers caught without a contract or an allotment through a merchant have been virtually shut out of the market, sources say. ☐

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(or maybe a girl...)

Either way, this baby is the next generation of telemarketing equipment—and we're proud to announce the very first one has been delivered: our **OCTOPUS!!** Not just any octopus either, but the fastest auto-dialing telemarketing equipment available today. His eight communicators service twelve lines simultaneously for an average 700 calls per hour! Of course all that speed isn't worth a single sardine if the communicators are uninspired. But our **OCTOPUS** pampers our communicators, too. No more dialing, filing, or manual updating of records! The **OCTOPUS** automatically dials, displays, and updates records, so our communicators stay fresh, optimistic. Besides, we hire only talented individuals, and we make sure they can field almost any question about our clients' appeals. Our communicators are more comfortable, better able to perform.

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JANUARY 1985 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.00

Production: Who earns what?

Now you can compare production salaries and compensation by many factors using FOLIO's survey based on responses from 437 production people. **76**

A pro tells how to solve 12 production problems

What do you do when the printer doesn't have your paper? Conde Nast's Irving Herschbein shares solutions. **104**

Ex-employees sue

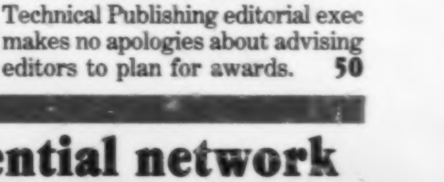
Retired *U.S.News* employees have sued the company for undervaluing their benefits. If they win, the present staff may lose. **15**

Plan for awards

Technical Publishing editorial exec makes no apologies about advising editors to plan for awards. **50**

Kinks in preferential network

Most publishers are in the surface pref network, but the system is still being debugged. Some foresee a snafu when the new rates come on and publishers stop dropshipping, leaving that to USPS. **13**



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Fourteen pioneers in magazine and book publishing were inducted into the first Publishing Hall of Fame at The FOLIO:Show.

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Overload for some new USPS airfreight carriers?

Some distribution managers are worried that a few of the smaller airlines that won contracts to airfreight mail after January 1 bit off more than they can chew. As a result of competitive bidding, some victorious regional carriers will now be servicing routes with smaller planes that giant carriers had served before with big planes, one manager remarked, predicting inevitable bottlenecks. But other distribution experts disagreed, saying they foresaw no problems of overload. Should a problem arise, said one, the USPS contracts have performance clauses: "If an airline can't perform, then USPS can take its business elsewhere," he said.

Fewer delays predicted in getting BPA audit statements

"It's almost the new year—where are the June statements from BPA?" That's what some publishers were wondering as December rolled around and their statements were still not off BPA's presses. The holdup seemed to be particularly long for the June audit reports, and BPA said the problem was atypical. A crunch of statements coming from publishers right at the July 15 deadline clogged production operations, causing the backlog, according to the audit bureau. But BPA says it has the problem under control for next year. (See this issue, page 18.)

Carlin takes over from retiring Bolger

In Paul N. Carlin, publishing leaders say they got what they wanted in a new postmaster general: a career postal service employee. William Gorog, president of the Magazine Publishers Association, says the United States Postal Service is too big and complex to be run by a political appointee. Gorog praised the postal board of governors for its choice of Carlin, who like his predecessor, William F. Bolger, is a postal service career man. Carlin, 53, was regional postmaster general for the 13-state central region based in Chicago. He joined the agency in 1969 as the Nixon Administration's representative during the development of the Postal Reorganization Act. The Reagan White House' last minute, unsuccessful nominee for Bolger's job was Edward J. Rollins, director of the Reagan-Bush campaign.

Meredith open to more joint ventures

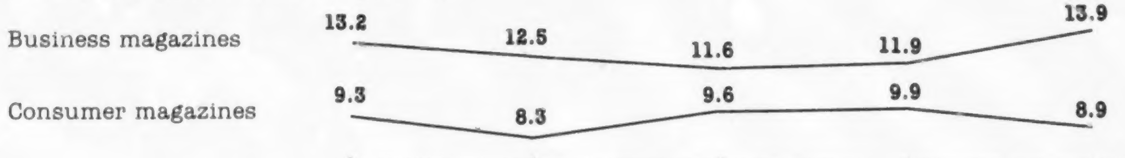
The Meredith joint venture with Bob Krefting and Art Diedrick involving City Home Publishing (Dallas/Fort Worth Home & Garden and Houston Home & Garden) is only the beginning. In addition to expanding that operation to at least two more city/home magazines in the next five years, Meredith is pursuing other joint ventures, according to Jim Autry, vice president-general manager, magazine division, Meredith Publishing Corp. "We're open to joint venturing because we want more flexibility in financial arrangements," says Autry. "We want to be open to new ideas."

Magazine revenue up 8.7% over 5 years; below communications group average

While communications industry revenues have grown at a compound annual rate of 8.7 percent a year over the last five years, overall communications revenues for 10 sectors including radio, TV, newspaper publishing and advertising have grown at a compound annual rate of 12.9 percent, according to a recent study of 226 public and private companies by Veronis, Suhler & Associates. Magazines did not obtain a proportionate share of the 1983 surge: Industry growth rate jumped 20.6 percent; magazines were up 8.2 percent. Pre-tax operating income margins for magazines have moved in a narrow range from 9.6 percent to 10.5 percent over the five years.

How magazine publishing sectors compare

Pre-tax operating income margins (%)



Source: Veronis, Suhler & Associates

情報資本主義マガジン
ASPECT
アスペクト
10兆円利権に群がる情報巨人たち・田原総一朗
ネクストエコノミー・Pホーケン/ネーミング錬金術
Inc. 誌提携
堺屋太一・職業は好き嫌いで選べ
最初に気づくのは誰?
足元に転がる
金脈のつかみ方
1984 11

Consultants advised against publishing* Aspect, *a Japanese edition of* Inc., *but Bernard Goldhirsh did so anyway.

Norman Pearlstine, managing editor and vice president of *The Wall Street Journal* and a key strategist in the successful launch of the European edition, noted that the publication's original thoughts on overseas expansion included providing "a window on the United States." He said they now tailor both the European and Asian editions by having them edited locally.

As for pre-testing, Pearlstine said the cost of research would have been equal to the first year's budget to publish. Kaplan pointed out that in his case, the first issue actually was the test.

Hector Timerman, who last May launched *Latin America Finance*, also without benefit of pre-testing, said he had to spend "the little money we had on distribution." He pointed out that the major problem encountered by *Time, Newsweek* and *Business Week* in Latin America was, and is, on-time delivery. "There is no free lunch in publishing success, and sometimes no lunch at all," he quipped.

Making it unanimous on the subject of pre-testing was Michael Dudler, associate director of *Fortune International*, who played a major role in implementing the launch of that edition. He was, however, the sole exception on the subject of local control: In the case of *Fortune International*, he noted, "It was felt that the publication had to be printed in the U. S. in order to maintain quality control, so it was decided there would be no translations." ☐

9-month revenues up 18%

Ad pages for period gain 8.5% for PIB members; September, at record levels, marked 21st consecutive month of advertising increases

New York City—Advertising in magazines that are members of the Publishers Information Bureau (PIB) reached record levels last September, boosting revenues for the first nine months of 1984 by 18.1 percent and pages by 8.5 percent over the same period in 1983.

Revenues through September for the 137 PIB-member publications climbed to $3,211,893,147, while pages rose to a total of 106,761.64. For the month of September itself, revenues were $404,487,218, up $55,299,019, or 15.8 percent, from September 1983. Pages for the month totaled 13,690.06, up 751.21, or 5.8 percent, from the previous year.

September marked the 21st consecutive month of increases in both revenue and pages.

In the first three quarters of 1984, eight of the nine magazine categories registered revenue gains of more than 10 percent, with three of them showing increases of more than 20 percent over the same period in 1983. The business category was number one with a 24.9 percent increase, followed by fashion/service, with 24.4 percent. ☐

Magazines ranked by advertising pages

January-September 1984

Rank	Publication	Pages	% change from 1983
1	*Business Week*	3,439.09	10.1%
2	*TV Guide*	2,697.15	6.5
3	*People Weekly*	2,642.65	16.8
4	*Forbes*	2,470.89	14.5
5	*Vogue*	2,428.42	14.6
6	*Fortune*	2,346.83	14.2
7	*The New Yorker*	2,294.46	−1.3
8	*Sports Illustrated*	2,173.30	11.6
9	*Newsweek*	1,947.95	3.2
10	*New York*	1,922.75	−0.7

Magazines ranked by advertising revenue

January-September 1984

Rank	Publication	Revenues	% gain over 1983
1	*Time*	$223,280,069	14.0%
2	*TV Guide*	214,083,329	16.2
3	*Sports Illustrated*	164,764,551	28.9
4	*Newsweek*	160,959,914	12.6
5	*People Weekly*	148,573,960	32.9
6	*Business Week*	127,085,054	21.5
7	*Good Housekeeping*	89,303,297	2.9
8	*Family Circle*	87,849,784	12.2
9	*Better Homes & Gardens*	86,063,021	15.1
10	*Reader's Digest*	78,409,237	16.3

Reader's Digest ***once again made the top 10 magazines in ad revenue for the first nine months of 1984 compared with that period in 1983. Last year it dropped to 11th and was replaced by*** **Woman's Day.** ***The only other change in the top 10 by revenue from last year is that*** **Sports Illustrated** ***and*** **Newsweek** ***switched places—*****Newsweek** ***was third last year and now is ranked fourth.***

The Folio:Show

Foreign paper is abundant

Coated no. 5 paper is easy to get from Europe, but watch who you buy from, say experts

Coated paper supply Tons	1982	1984	% change
U.S. shipments	4,974	6,200	+25%
Imports	69	400	—
Total	5,043	6,600	—
(Exports)	(81)	(90)	—
Total new supply	4,962	6,510	+31%

Source: American Paper Institute

***Despite an increase of 31 percent** in total paper supply (shipments, plus imports, minus exports) over the last two years, the paper shortage has continued to worsen.*

The paper shortage in the United States has worsened in the last four months, forcing more printers and magazines to look off-shore for foreign paper. There's no problem getting paper from Europe, where there is currently "a tremendous oversupply," according to Robert L. Johnson, vice president, Lindenmeyr Paper Corporation.

Johnson shared this information with attendees at a FOLIO:Show seminar, "Magazine Paper: Special Market Update." He explained he only learned about this paper surplus in Europe the previous week, when he was in London. There he talked to a leading economist in Europe and the head of the European Paper Institute.

The excess is attributed to the strong U.S. dollar and outflow of currency to the United States. This is accompanied by a slow expansion in Europe. "We came out of the recession like gangbusters; they didn't," said Johnson. "Ad pages there aren't going up the way they are here."

Figures supplied by James Hutchinson, vice president, Paper Group, American Paper Institute, said 400,000 tons of coated paper were imported in 1984. The rate is currently 500,000 a year, he added.

Irving Herschbein, director of manufacturing and distribution, The Conde Nast Publications, was negative about buying paper off shore, however. "The prices are very inflated, delivery is erratic, and the quality is poor," he said. He has never fared well buying internationally, he said.

Johnson, who chaired the session, countered Hirschbein's remarks, telling attendees, "Don't be afraid of off-shore paper. Just watch who you buy from." He said the Finns, who export 350,000 tons to the United States, have coated and supercalendered paper of good quality. He also mentioned Zanders in Germany. "But watch out for Italian mills that shut down at 5:00 P.M." ☐

Do paper mills work on a Gregorian calendar?

Why is it that publishers can purchase only an 11-month supply of magazine paper and not an entire year's worth?, Irving Herschbein, director of manufacturing and distribution, The Conde Nast Corporation, asked attendees at the FOLIO:Show seminar on paper trends. "This year we will be short 1/12 of the paper we contracted for," he said. "The paper companies have come up with a new calendar that has 11 months."

Herschbein did not blame the paper companies for not having the paper. He is well aware of the growth in demand by magazines and what Frank Lincoln of Hearst has called "interlopers"—catalog publishers, for instance.

What upsets Herschbein is the paper mills' "inability to come to grips with the shortage." The mills are running behind, they must know they can't catch up for the year, and yet they don't say it, he explained. Herschbein, who works with 11 mills and two merchants, said one mill is eight days behind and another eight weeks behind.

"A mill will say, 'We'll fulfill your order for November—one half at the beginning of the month and one half at the end of the month,' " Herschbein continued. "I'll say, 'But we print on the 15th!' To which I get a reply, 'That's it.'

"Paper mills won't tell us until the last minute what will happen. Publishers can't plan that way."

Using conceptual photography

Photography doesn't only record tangible objects. It can powerfully describe the abstract

Stay with simple, bold images when using photography to illustrate a story's abstract theme, counseled Gordon Bieberle, photographer and magazine consultant, at a seminar on conceptual photography.

The concept of motivating employees, for example, he illustrated with a simple photograph of a man's hand

Production: Who gets paid how much

The production manager with the highest salary is likely to be a man working in the Northeast on a large circulation magazine

BY BARBARA LOVE
EDITOR

Everybody wants to know about salaries, but few people are able to discover what salaries are being paid. This is true for production executives and staff; it is also true for editors, circulation executives, ad salespeople and even management.

If you are in management and are a member of the American Business Press or the Magazine Publishers Association, some figures are available to you, based on the membership of those organizations. But the samples are small and the breakouts limited. Women in Production has a salary survey, but it includes few men, is limited to people in the New York City area, and includes people in many areas of production other than magazine production.

So it was no surprise to FOLIO that production executives and management around the country are eager for the results of this survey.

437 respondents

This is FOLIO's first Production Salary Survey. FOLIO mailed questionnaires to 925 magazine production executives and staff. Responses were received from 437, a 47 percent response rate. People answered only for themselves.

Mailings were made in September; therefore, the results reflect 1984 salaries. Thus, if results are applied to current salaries, some adjustment should be made to reflect salary changes.

With this information, it is possible to compare production salaries by many different criteria: by title, by gender, by consumer *vs.* business magazines, by region, by number of pages in the magazine and many more.

What's a title worth?

Usually a better title means more money, but not always. It's interesting to note that management in charge of production (vice presidents, division heads, directors of manufacturing or directors of operations) and production directors fall into similar salary ranges. There is no significant difference.

There is a noteworthy difference between production directors and production managers/supervisors, however. Fifty percent of production directors earn $25,000 to $39,999, according to the survey. Thirty-five percent have salaries of $40,000 to $69,999. In contrast, fifty-six percent of production managers/supervisors have salaries below $25,000; 36 percent have salaries between $25,000 and $39,999.

The questionnaire sent to production executives asked respondents to comment on salaries. Many men and women took the opportunity to say they thought they were underpaid. But some women also said they were sure they would be paid more if they were men in the same position. This study proves them right. Men clearly are more highly paid than women in the same positions.

Eighty-seven percent of the men

Research assistance by Jean Angelo and Louise Cerretani

PHOTO BY BILL BURKHART

who are production directors receive salaries of $30,000 and above, *vs.* 64 percent of the women.

The difference is more startling among production managers and supervisors. In that category, 54 percent of the men earn over $30,000, compared to only 10 percent of the women. The difference here is statistically significant at the 95 percent confidence level. (This would be true if there were only a 15 percentage point difference; as it is, there is a 40 percentage point difference.)

More women than men responded for most positions below production manager/supervisor. In staff positions, three and one-half times as many women than men responded.

Consumer vs. business

There has always been some speculation that consumer magazines pay better than business magazines or *vice versa.* As for production directors and production managers, the survey showed some variations, although no identifiable pattern emerges. There were not enough respondents from people in the other positions to make responsible comparisons.

Experience pays

There is a difference in what people are paid based on the number of years they have been in magazine production. All newcomers responding to this survey (those in the business for less than a year) make under $30,000; among those in the business one to three years, only 8 percent make over $30,000. For each group, the percentage moves up; of those people in magazine production for over 25 years, 74 percent earn over $30,000 a year.

Salary by circulation

There is some indication that production managers on magazines with small circulations earn less than those on larger-circulation magazines. For example, 88 percent of production managers on magazines with less than 10,000 circulation earn less than $25,000. On magazines with 100,000 to 499,000 circulation, the percentage of production managers responding who earn less than $30,000 drops to 63 percent; for those on magazines with over 500,000 circulation, the percentage of production managers earning less than $30,000 falls to only 28.5 percent.

Northeast pays best

Salaries are significantly higher for production managers in the Northeast than in the North Central, South Atlantic, and South Central states. Salaries in the Western states are second highest *(See map on page 83 for information on which states are in what region.)*

Salaries are significantly higher for production managers in the Northeast than in the North Central, South Atlantic and South Central states.

Thirty-three percent of production managers in the Northeast earn $30,000 or more. This compares with 22 percent for production managers in the Western states, 14 percent for North Central and South Atlantic states, and 13 percent for South Central states.

Level of responsibility

Salaries for managing editors do not appear to be influenced, for the most part, by the number of magazines the editors are responsible for. The only significant difference is between production managers responsible for only one magazine and production managers responsible for six or more magazines. Nineteen percent of production managers responsible for one magazine earn salaries of $30,000 or more, *vs.* 34 percent for those responsible for six or more magazines.

There is very little difference in salaries for production directors and production managers by number of ad and editorial pages in the magazine. Not enough information is available to comment on the other positions.

Regarding the number of full-time people who report to the respondent, almost all production managers who have no one reporting to them earn under $30,000.

Deferred compensation

FOLIO's Production Salary Survey did not show any correlation between what an individual is paid and whether or not that individual receives deferred compensation. The statistics regarding deferred compensation were markedly similar at both ends of the pay scale.

By region, there is a significant difference in the percentage of production managers who receive deferred compensation: Production managers in the Northeast and South Central areas are more likely to receive deferred compensation than production managers in the South Atlantic and Western states.

The deferred compensation figures by gender reveal little difference. Sixty-seven percent of the men responding to the survey receive deferred compensation, *vs.* 62 percent of the women.

By consumer *vs.* business magazines, the difference is significant. According to the FOLIO survey, business magazines are more likely to provide production executives and employees with deferred compensation plans. Sixty-nine percent of business magazines give deferred compensation, *vs.* 55 percent of consumer magazines.

Interestingly, more than half the total universe of respondents to the FOLIO survey did not reply to the question of whether or not they receive deferred compensation.

Who reports to whom

89.7 percent of the production directors surveyed report to the president or publisher. Of the production managers or supervisors surveyed, 56.6 percent report directly to the president or publisher. Another 21.7 percent report directly to a production executive.

46.6 percent of those advertising production managers surveyed also report to the president or publisher. Most of the remaining advertising production managers who responded to the survey report either to a production executive (26.6 percent), or to an ad sales executive (22.2 percent).

Underpaid and undervalued

This FOLIO Production Salary Survey provides all kinds of detailed information on what salaries people earn; it does not address what people should earn. Nor does it address the frustration of the respondents who feel production people are underpaid and undervalued.

Typical comments made to FOLIO:

"My compensation is too low, considering the level of pressure: infinitely extended ad closings, printer foul-ups, recalcitrant production staff and reluctant editors." And. . . .

"The position should be upgraded in the industry; it seems to be considered a low-level position."

These important concerns, beyond the scope of this survey, should not be neglected.

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Salary by title

All respondents

	Mgmt. responsible for production	Production director	Production mgr. or supervisor	Advertising production mgr.	Editorial production mgr.	Art/design production mgr.	Production staff
Number of respondents	21	68	218	45	20	19	37
Under $12,000	0.0%	0.0%	1.4%	2.2%	0.0%	0.0%	16.2%
$12,000-$14,999	0.0	1.5	6.0	6.7	10.0	0.0	16.2
$15,000-$19,999	9.5	0.0	22.9	40.0	25.0	31.6	32.4
$20,000-$24,999	14.3	7.4	25.7	20.0	30.0	5.3	21.6
$25,000-$29,999	14.3	16.2	20.2	22.2	10.0	42.1	10.8
$30,000-$34,999	23.8	16.2	9.6	0.0	5.0	0.0	0.0
$35,000-$39,999	4.8	17.6	6.0	4.4	5.0	0.0	2.7
$40,000-$49,999	23.8	23.5	7.3	4.4	0.0	21.1	0.0
$50,000-$69,999	4.8	11.8	0.9	0.0	15.0	0.0	0.0
$70,000 and over	4.8	5.9	0.0	0.0	0.0	0.0	0.0

Male, female

		Mgmt. responsible for production	Production director	Production mgr. or supervisor	Advertising production mgr.	Editorial production mgr.	Art/design production mgr.	Production staff
Number of respondents	**Male**	17	32	67	8	6	11	8
	Female	5	36	150	37	13	8	29
Under $12,000	Male	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Female	0.0	0.0	2.0	2.7	0.0	0.0	20.6
$12,000-$14,999	Male	0.0	0.0	0.0	0.0	0.0	0.0	20.6
	Female	0.0	2.7	8.6	8.1	7.6	0.0	17.2
$15,000-$19,999	Male	11.7	0.0	14.9	25.0	0.0	27.2	62.5
	Female	0.0	0.0	26.6	43.2	38.4	37.5	24.1
$20,000-$24,999	Male	0	3.1	8.9	12.5	50.0	9.0	12.5
	Female	60.0	11.1	33.3	21.6	23.0	0.0	24.1
$25,000-$29,999	Male	17.6	9.3	20.9	37.5	16.6	36.3	12.5
	Female	0.0	22.2	19.3	18.9	7.6	50.0	10.3
$30,000-$34,999	Male	23.5	12.5	20.9	0.0	0.0	0.0	0.0
	Female	20.0	19.4	4.7	0.0	7.6	0.0	0.0
$35,000-$39,999	Male	5.8	9.3	11.9	0.0	0.0	0.0	0.0
	Female	20.0	25.0	3.3	5.4	7.6	0.0	3.4
$40,000-$49,999	Male	29.4	28.1	19.4	25.0	0.0	27.2	0.0
	Female	0.0	19.4	2.0	0.0	0.0	12.5	0.0
$50,000-$69,999	Male	5.8	25.0	2.9	0.0	33.3	0.0	0.0
	Female	0.0	0.0	0.0	0.0	7.6	0.0	0.0
$70,0000 and over	Male	5.8	12.5	0.0	0.0	0.0	0.0	0.0
	Female	0.0	0.0	0.0	0.0	0.0	0.0	0.0

"Compensation is never enough, considering the long hours at deadline with no overtime pay."*—art and advertising production manager in the West with three years of experience, earning a salary in the mid-twenties.*

"I'm sure I earn several thousand dollars less than a man would with the same experience, but it's at least partially my fault—I'm not at all aggressive when talking money with prospective employers."*—woman production manager in the Northeast with five years of experience, earning a salary in the mid-twenties.*

Salary by title CONTINUED

Consumer, business

		Mgmt. responsible for production	Production director	Production mgr. or supervisor	Advertising production mgr.	Editorial production mgr.	Art/design production mgr.	Production staff
Number of respondents	**Business**	**4**	**31**	**125**	**27**	**10**	**3**	**13**
	Consumer	**13**	**27**	**62**	**8**	**5**	**10**	**10**
Under $12,0000	Business	0.0%	0.0%	0.8%	3.7%	0.0%	0.0%	23.1%
	Consumer	0.0	0.0	3.2	0.0	0.0	0.0	30.0
$12,000-$14,999	Business	0.0	0.0	5.6	11.1	0.0	0.0	7.7
	Consumer	0.0	3.7	4.8	0.0	20.0	0.0	20.0
$15,000-$19,999	Business	0.0	0.0	25.6	40.7	20.0	0.0	38.5
	Consumer	15.4	0.0	24.2	25.0	0.0	40.0	10.0
$20,000-$24,999	Business	50.0	3.2	27.2	22.2	20.0	33.3	23.1
	Consumer	7.7	3.7	21.0	12.5	60.0	0.0	20.0
$25,000-$29,999	Business	0.0	16.1	16.0	18.5	20.0	66.6	7.7
	Consumer	23.1	18.5	25.8	37.5	0.0	30.0	10.0
$30,000-$34,999	Business	25.0	12.9	10.4	0.0	10.0	0.0	0.0
	Consumer	23.1	18.5	8.1	0.0	0.0	0.0	0.0
$35,000-$39,999	Business	0.0	19.4	5.6	0.0	10.0	0.0	0.0
	Consumer	7.7	18.5	8.1	12.5	0.0	0.0	10.0
$40,000-$49,999	Business	25.0	25.8	8.0	3.7	0.0	0.0	0.0
	Consumer	7.7	18.5	4.8	12.5	0.0	30.0	0.0
$50,000-$69,999	Business	0.0	12.9	0.8	0.0	20.0	0.0	0.0
	Consumer	7.7	14.8	0.0	0.0	20.0	0.0	0.0
$70,000 and over	Business	0.0	9.7	0.0	0.0	0.0	0.0	0.0
	Consumer	7.7	3.7	0.0	0.0	0.0	0.0	0.0

> ***"My compensation is too low, considering the level of pressure: infinitely extended ad closings, printer foul-ups, recalcitrant production staff and reluctant editors. No one takes deadlines seriously anymore, at all!"**—a production manager in California.*

Salary by years in magazine production

	Less than 1	1-3	4-10	11-15	16-25	Over 25
Number of respondents	**6**	**109**	**202**	**47**	**46**	**24**
Under $12,000	16.7%	5.5%	1.5%	0.0%	0.0%	0.0%
$12,000-$14,999	0.0	13.8	3.5	2.1	2.2	0.0
$15,000-$19,999	33.3	34.9	22.8	8.5	10.9	0.0
$20,000-$24,999	33.3	25.7	22.8	14.9	6.5	8.3
$25,000-$29,999	16.7	11.9	21.3	23.4	21.7	16.7
$30,000-$34,999	0.0	4.6	9.9	12.8	10.9	12.5
$35,000-$39,999	0.0	1.8	5.0	14.9	13.0	20.8
$40,000-$49,999	0.0	1.8	8.9	21.3	26.1	16.7
$50,000-$69,999	0.0	0.0	3.0	2.1	4.3	16.7
$70,000 and over	0.0	0.0	0.5	0.0	4.3	8.3

> ***"Several years ago my salary was $43,000. At that time the company was forced to sell off most of its publications. When a very large publishing firm took over, I decided to continue with the new owners. They would only pay me half of my salary, with raises once a year, and always 10 percent of current salary. I just hope that some day I can retire and collect the pension."**—production manager in the Northeast.*

Salary by title and circulation size*

Circulation to 19,999

	Mgmt. responsible for production	Production director	Production mgr. or supervisor	Advertising production mgr.	Editorial production mgr.	Art/design production mgr.	Production staff
Number of respondents	**2**	**7**	**39**	**6**	**4**	**2**	**6**
Under $12,000	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	50.0%
$12,000-$14,999	0.0	14.2	12.8	0.0	25.0	0.0	33.3
$15,000-$19,999	0.0	0.0	23.0	83.3	50.0	50.0	16.6
$20,000-$24,999	50.0	28.5	28.2	0.0	25.0	0.0	0.0
$25,000-$29,999	50.0	57.1	17.9	16.6	0.0	50.0	0.0
$30,000-$34,999	0.0	0.0	5.1	0.0	0.0	0.0	0.0
$35,000-$39,999	0.0	0.0	2.5	0.0	0.0	0.0	0.0
$40,000-$49,999	0.0	0.0	5.1	0.0	0.0	0.0	0.0
$50,000-$69,999	0.0	0.0	2.5	0.0	0.0	0.0	0.0
$70,000 and over	0.0	0.0	0.0	0.0	0.0	0.0	0.0

20,000 - 49,999

	Mgmt. responsible for production	Production director	Production mgr. or supervisor	Advertising production mgr.	Editorial production mgr.	Art/design production mgr.	Production staff
Number of respondents	**4**	**11**	**61**	**10**	**7**	**4**	**6**
Under $12,000	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	16.7%
$12,000-$14,999	0.0	0.0	4.9	20.0	0.0	0.0	0.0
$15,000-$19,999	25.0	0.0	34.4	40.0	14.3	25.0	66.7
$20,000-$24,999	25.0	18.2	36.1	30.0	42.9	25.0	16.7
$25,000-$29,999	0.0	18.2	11.5	10.0	14.3	50.0	0.0
$30,000-$34,999	0.0	18.2	1.6	0.0	0.0	0.0	0.0
$35,000-$39,999	0.0	9.1	1.6	0.0	14.3	0.0	0.0
$40,000-$49,999	50.0	27.3	8.2	0.0	0.0	0.0	0.0
$50,000-$69,999	0.0	0.0	0.0	0.0	14.3	0.0	0.0
$70,000 and over	0.0	9.1	0.0	0.0	0.0	0.0	0.0

50,000 - 99,999

	Mgmt. responsible for production	Production director	Production mgr. or supervisor	Advertising production mgr.	Editorial production mgr.	Art/design production mgr.	Production staff
Number of respondents	**2**	**11**	**49**	**10**	**1**	**5**	**8**
Under $12,000	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	12.5%
$12,000-$14,999	0.0	0.0	6.1	10.0	0.0	0.0	12.5
$15,000-$19,999	0.0	0.0	18.4	40.0	100.0	60.0	25.0
$20,000-$24,999	0.0	0.0	28.6	30.0	0.0	0.0	12.5
$25,000-$29,999	0.0	27.3	18.4	20.0	0.0	40.0	37.5
$30,000-$34,999	100.0	0.0	16.3	0.0	0.0	0.0	0.0
$35,000-$39,999	0.0	36.4	6.1	0.0	0.0	0.0	0.0
$40,000-$49,999	0.0	36.4	2.0	0.0	0.0	0.0	0.0
$50,000-$69,999	0.0	0.0	2.0	0.0	0.0	0.0	0.0
$70,000 and over	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**circulation of the largest magazine for which respondent is reponsible.*

"Old timers, especially women, do not get what young people get." *—woman production manager in the Midwest with 40 years of experience, earning in the mid to high teens.*

"I think the magnitude of the true responsibilities of a production manager are not recognized. The position should be upgraded in the industry. Without the production manager the book doesn't go out. 'Production' seems to be considered a low-level position, yet we are given the responsibility to produce what our very valued customers (advertisers) are paying thousands of dollars for." *—a production manager in the Northeast responsible for a monthly with a 60,000 circulation.*

Salary by title and circulation size* CONTINUED

100,000 - 499,999

	Mgmt. responsible for production	Production director	Production mgr. or supervisor	Advertising production mgr.	Editorial production mgr.	Art/design production mgr.	Production staff
Number of respondents	**9**	**23**	**46**	**13**	**3**	**5**	**13**
Under $12,000	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	7.7%
$12,000-$14,999	0.0	0.0	2.2	0.0	0.0	0.0	15.4
$15,000-$19,999	11.1	0.0	15.2	38.5	33.3	20.0	30.8
$20,000-$24,999	11.1	4.3	19.6	23.1	33.3	0.0	46.2
$25,000-$29,999	11.1	8.7	26.1	15.4	0.0	0.0	0.0
$30,000-$34,999	22.2	34.8	17.4	0.0	33.3	0.0	0.0
$35,000-$39,999	0.0	17.4	8.7	7.7	0.0	0.0	0.0
$40,000-$49,999	33.3	17.4	10.9	7.7	0.0	80.0	0.0
$50,000-$69,999	0.0	17.4	0.0	0.0	0.0	0.0	0.0
$70,000 and over	11.1	0.0	0.0	0.0	0.0	0.0	0.0

***"After five years with this firm and promotions to upper-management level, my annual salary is still below that of a senior editor."**—production director in the West, earning $32,000.*

[redacted]

500,000 - 1 million and over

	Mgmt. responsible for production	Production director	Production mgr. or supervisor	Advertising production mgr.	Editorial production mgr.	Art/design production mgr.	Production staff
Number of respondents	**3**	**15**	**21**	**6**	**4**	**2**	**4**
Under $12,000	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
$12,000-$14,999	0.0	0.0	4.7	0.0	25.0	0.0	25.0
$15,000-$19,999	0.0	0.0	14.2	0.0	0.0	0.0	25.0
$20,000-$24,999	0.0	0.0	0.0	0.0	25.0	0.0	0.0
$25,000-$29,999	33.3	0.0	38.0	66.6	0.0	100.0	25.0
$30,000-$34,999	0.0	6.6	9.5	0.0	0.0	0.0	0.0
$35,000-$39,999	33.3	20.0	19.0	16.6	0.0	0.0	25.0
$40,000-$49,999	0.0	26.6	14.2	16.6	0.0	0.0	0.0
$50,000-$69,999	33.3	26.6	0.0	0.0	50.0	0.0	0.0
$70,000 and over	0.0	20.0	0.0	0.0	0.0	0.0	0.0

**circulation of the largest magazine for which respondent is responsible.*

***"Because we are 'behind the scenes' in publishing, I can understand why production people do not receive the recognition that an editor or a sales manager does, but why does the salary structure always seem to be so much less for production management?"**—a vice president of production in the Midwest, earning $32,000.*

Salary by region and title

Management responsible for production

	North-east	North Central	South Atlantic	South Central	Western
Number of respondents	**9**	**3**	**2**	**3**	**4**
Under $12,000	0.0%	0.0%	0.0%	0.0%	0.0%
$12,000-$14,999	0.0	0.0	0.0	0.0	0.0
$15,000-$19,999	0.0	0.0	0.0	33.3	25.0
$20,000-$24,999	11.1	0.0	0.0	66.6	0.0
$25,000-$29,999	0.0	33.3	50.0	0.0	25.0
$30,000-$34,999	11.1	66.6	0.0	0.0	50.0
$35,000-$39,999	11.1	0.0	0.0	0.0	0.0
$40,000-$49,999	44.4	0.0	50.0	0.0	0.0
$50,000-$69,000	11.1	0.0	0.0	0.0	0.0
$70,000 and over	11.1	0.0	0.0	0.0	0.0

Production director

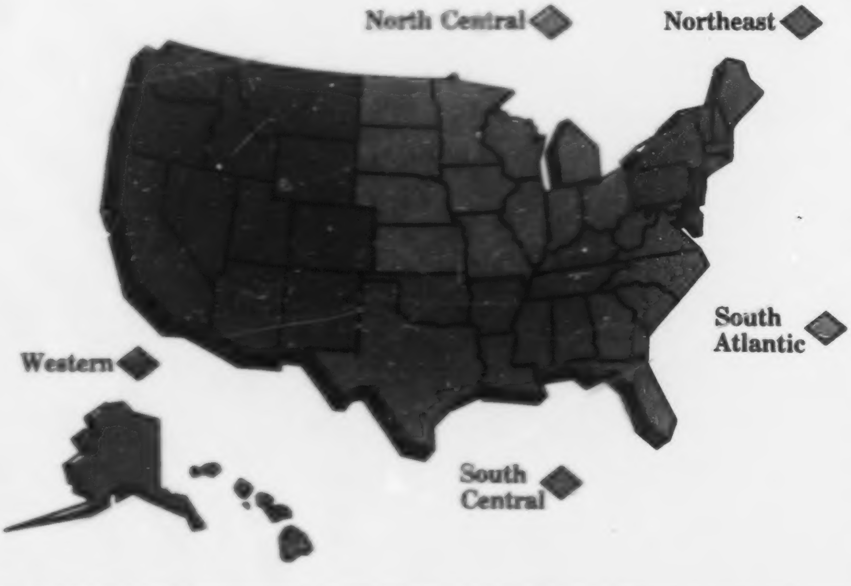
	Northeast	North Central	South Atlantic	South Central	Western
Number of respondents	36	13	5	3	10
Under $12,000	0.0%	0.0%	0.0%	0.0%	0.0%
$12,000-$14,999	0.0	7.7	0.0	0.0	0.0
$15,000-$19,999	0.0	0.0	0.0	0.0	0.0
$20,000-$24,999	5.6	7.7	20.0	0.0	10.0
$25,000-$29,999	13.9	23.1	0.0	0.0	30.0
$30,000-$34,999	11.1	7.7	20.0	66.6	30.0
$35,000-$39,999	16.7	23.1	0.0	0.0	20.0
$40,000-$49,999	27.8	23.1	40.0	0.0	10.0
$50,000-$69,999	19.4	0.0	0.0	33.3	0.0
$70,000 and over	5.6	7.7	20.0	0.0	0.0

"I fought like hell for a starting salary worthy of my talent and ambition. To a degree it reflects the fact that I am also 'unofficially' the general manager." *–production manager in the Northeast with three years of experience, earning a salary in the low thirties.*

Production manager or supervisor

	Northeast	North Central	South Atlantic	South Central	Western
Number of respondents	104	57	22	16	18
Under $12,000	1.0%	1.8%	0.0%	6.3%	0.0%
$12,000-$14,999	1.9	12.3	13.6	0.0	5.6
$15,000-$19,999	20.2	28.1	13.6	43.8	16.7
$20,000-$24,999	24.0	19.3	45.5	31.3	27.8
$25,000-$29,999	20.2	24.6	13.6	6.3	27.8
$30,000-$34,999	14.4	8.8	0.0	6.3	0.0
$35,000-$39,999	8.7	3.5	4.5	0.0	5.6
$40,000-$49,999	8.7	1.8	9.1	6.3	11.1
$50,000-$69,999	1.0	0.0	0.0	0.0	5.6
$70,000 and over	0.0	0.0	0.0	0.0	0.0

The regions have been divided as follows:



"Great strides have been made in the last three years with the company, regarding status, financial compensation and respect accorded to the production department as a whole. We're still working on it, however." *–production manager in the Northeast with eight years of experience, earning $32,000.*

Salary by region and title CONTINUED

Advertising production manager

	Northeast	North Central	South Atlantic	South Central	Western
Number of respondents	**24**	**15**	**2**	**3**	**1**
Under $12,000	4.2%	0.0%	0.0%	0.0%	0.0%
$12,000-$14,999	0.0	20.0	0.0	0.0	0.0
$15,000-$19,999	45.8	26.7	100.0	33.3	0.0
$20,000-$24,999	8.3	40.0	0.0	0.0	100.0
$25,000-$29,999	29.2	6.7	0.0	66.6	0.0
$30,000-$34,999	0.0	0.0	0.0	0.0	0.0
$35,000-$39,999	8.3	0.0	0.0	0.0	0.0
$40,000-$49,999	4.2	6.7	0.0	0.0	0.0
$50,000-$69,999	0.0	0.0	0.0	0.0	0.0
$70,000 and over	0.0	0.0	0.0	0.0	0.0

"I believe I am very well compensated for a very exciting job." *— production director responsible for a bimonthly in the Midwest, earning a salary in the forties range.*

Editorial production manager

	Northeast	North Central	South Atlantic	South Central	Western
Number of respondents	**10**	**4**	**4**	**0**	**2**
Under $12,000	0.0%	0.0%	0.0%	0.0%	0.0%
$12,000-$14,999	10.0	0.0	25.0	0.0	0.0
$15,000-$19,999	10.0	25.0	50.0	0.0	50.0
$20,000-$24,999	30.0	50.0	25.0	0.0	0.0
$25,000-$29,999	10.0	25.0	0.0	0.0	0.0
$30,000-$34,999	0.0	0.0	0.0	0.0	50.0
$35,000-$39,999	10.0	0.0	0.0	0.0	0.0
$40,000-$49,999	0.0	0.0	0.0	0.0	0.0
$50,000-$69,999	30.0	0.0	0.0	0.0	0.0
$70,000 and over	0.0	0.0	0.0	0.0	0.0

"I feel that I should be better compensated. I work for a small publishing company and therefore have a great deal of responsibility. I am ultimately responsible for the production of five magazines, journals, postcard booklets and decks, and other projects. I suppose production managers are notoriously underpaid considering the details and pressures that come with the job." *—a production manager in the Northeast, with an annual salary in the low twenties.*

Art/design production manager

	Northeast	North Central	South Atlantic	South Central	Western
Number of respondents	**9**	**3**	**1**	**0**	**6**
Under $12,000	0.0%	0.0%	0.0%	0.0%	0.0%
$12,000-$14,999	0.0	0.0	0.0	0.0	0.0
$15,000-$19,999	22.2	66.6	100.0	0.0	16.7
$20,000-$24,999	11.1	0.0	0.0	0.0	0.0
$25,000-$29,999	55.5	0.0	0.0	0.0	50.0
$30,000-$34,999	0.0	0.0	0.0	0.0	0.0
$35,000-$39,999	0.0	0.0	0.0	0.0	0.0
$40,000-$49,999	11.1	33.3	0.0	0.0	33.3
$50,000-$69,999	0.0	0.0	0.0	0.0	0.0
$70,000 and over	0.0	0.0	0.0	0.0	0.0

Production staff

Number of respondents	Northeast 13	North Central 10	South Atlantic 2	South Central 8	Western 4
Under $12,000	23.1%	20.0%	0.0%	12.5%	0.0%
$12,000-$14,999	0.0	20.0	0.0	25.0	50.0
$15,000-$19,999	46.2	20.0	0.0	25.0	50.0
$20,000-$24,999	30.8	30.0	0.0	12.5	0.0
$25,000-$29,999	0.0	10.0	50.0	25.0	0.0
$30,000-$34,999	0.0	0.0	0.0	0.0	0.0
$35,000-$39,999	0.0	0.0	50.0	0.0	0.0
$40,000-$49,999	0.0	0.0	0.0	0.0	0.0
$50,000-$69,999	0.0	0.0	0.0	0.0	0.0
$70,000 and over	0.0	0.0	0.0	0.0	0.0

Salary by number of magazines respondent is responsible for

Management responsible for production

Number of respondents	One 7	Two 1	3 - 5 4	6 - 10 5	11 - 25 3	Over 25 1
Under $12,000	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
$12,000-$14,999	0.0	0.0	0.0	0.0	0.0	0.0
$15,000-$19,999	28.6	0.0	0.0	0.0	0.0	0.0
$20,000-$24,999	14.3	0.0	0.0	20.0	0.0	100.0
$25,000-$29,999	28.6	0.0	25.0	0.0	0.0	0.0
$30,000-$34,999	0.0	0.0	25.0	40.0	66.6	0.0
$35,000-$39,999	14.3	0.0	0.0	0.0	0.0	0.0
$40,000-$49,999	14.3	0.0	50.0	20.0	33.3	0.0
$50,000-$69,999	0.0	100.0	0.0	0.0	0.0	0.0
$70,000 and over	0.0	0.0	0.0	20.0	0.0	0.0

Production director

Number of respondents	One 17	Two 11	3 - 5 23	6 - 10 8	11 - 25 7	Over 25 1
Under $12,000	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
$12,000-$14,999	5.9	0.0	0.0	0.0	0.0	0.0
$15,000-$19,999	0.0	0.0	0.0	0.0	0.0	0.0
$20,000-$24,999	5.9	18.2	8.7	0.0	0.0	0.0
$25,000-$29,999	35.3	18.2	8.7	0.0	0.0	0.0
$30,000-$34,999	11.8	9.1	34.8	0.0	0.0	0.0
$35,000-$39,999	17.6	9.1	17.4	25.0	28.6	0.0
$40,000-$49,999	5.9	45.5	13.0	50.0	28.6	100.0
$50,000-$69,999	11.8	0.0	8.7	25.0	28.6	0.0
$70,000 and over	5.9	0.0	8.7	0.0	14.3	0.0

"I was hired as assistant to the publisher and office manager, production manager just came along with the job. There is no pension plan. I can see staying here only for the experience." *–production manager in the Northeast.*

"Underpaid, overworked, disrespected." *–production manager in the Northeast responsible for a consumer bimonthly with a 70,000 circulation.*

"The real compensation is seeing the magazine on the newsstand each month. Although I get paid a lot, by standards, I have a lot of factors to contend with: deadlines, turnover, stress and the fact that I'm black. The need to prove myself seems greater." *–a production director in the West, earning a salary in the forties.*

Salary by number of magazines respondent is responsible for CONTINUED

Production manager or supervisor

	One	Two	3 - 5	6 - 10	11 - 25	Over 25
Number of respondents	82	46	58	26	3	3
Under $12,000	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%
$12,000-$14,999	7.3	6.5	3.4	3.8	33.3	0.0
$15,000-$19,999	23.2	30.4	25.9	7.7	0.0	0.0
$20,000-$24,999	24.4	26.1	25.9	30.8	0.0	33.3
$25,000-$29,999	22.0	17.4	13.8	30.8	0.0	66.6
$30,000-$34,999	11.0	4.3	8.6	15.4	33.3	0.0
$35,000-$39,999	2.4	10.9	6.9	7.7	0.0	0.0
$40,000-$49,999	4.8	2.2	15.5	3.8	33.3	0.0
$50,000-$69,999	1.2	2.2	0.0	0.0	0.0	0.0
$70,000 and over	0.0	0.0	0.0	0.0	0.0	0.0

Advertising production manager

	One	Two	3 - 5	6 - 10	11 - 25	Over 25
Number of respondents	16	15	7	4	2	1
Under $12,000	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%
$12,000-$14,999	0.0	20.0	0.0	0.0	0.0	0.0
$15,000-$19,999	37.5	53.3	28.6	25.0	50.0	0.0
$20,000-$24,999	12.5	13.3	28.6	50.0	50.0	0.0
$25,000-$29,999	43.8	6.7	28.6	0.0	0.0	0.0
$30,000-$34,999	0.0	0.0	0.0	0.0	0.0	0.0
$35,000-$39,999	6.3	0.0	0.0	0.0	0.0	100.0
$40,000-$49,999	0.0	0.0	14.3	25.0	0.0	0.0
$50,000-$69,999	0.0	0.0	0.0	0.0	0.0	0.0
$70,000 and over	0.0	0.0	0.0	0.0	0.0	0.0

Editorial production manager

	One	Two	3 - 5	6 - 10	11 - 25	Over 25
Number of respondents	16	2	1	0	0	0
Under $12,000	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
$12,000-$14,999	12.5	0.0	0.0	0.0	0.0	0.0
$15,000-$19,999	31.3	0.0	0.0	0.0	0.0	0.0
$20,000-$24,999	31.3	50.0	0.0	0.0	0.0	0.0
$25,000-$29,999	0.0	50.0	0.0	0.0	0.0	0.0
$30,000-$34,999	6.3	0.0	0.0	0.0	0.0	0.0
$35,000-$39,999	0.0	0.0	100.0	0.0	0.0	0.0
$40,000-$49,999	0.0	0.0	0.0	0.0	0.0	0.0
$50,000-$69,999	18.8	0.0	0.0	0.0	0.0	0.0
$70,000 and over	0.0	0.0	0.0	0.0	0.0	0.0

"Hard work pays off." *—production manager in the Northeast.*

"For my salary, I also handle all editorial production and any special issues or supplements. Considering my responsibilities, I am underpaid, but I like the job." *—a production manager in the Northeast with nine years of experience, earning $20,000.*

"The money never seems like enough. I just hope the price of Maalox doesn't go up." *—a production director in California.*

Salary by number of magazines respondent is responsible for CONTINUED

Art/design production manager

	One	Two	3 - 5	6 - 10	11 - 25	Over 25
Number of respondents	**9**	**5**	**4**	**1**	**0**	**0**
Under $12,000	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
$12,000-$14,999	0.0	0.0	0.0	0.0	0.0	0.0
$15,000-$19,999	22.2	40.0	25.0	100.0	0.0	0.0
$20,000-$24,999	11.1	0.0	0.0	0.0	0.0	0.0
$25,000-$29,999	44.4	60.0	25.0	0.0	0.0	0.0
$30,000-$34,999	0.0	0.0	0.0	0.0	0.0	0.0
$35,000-$39,999	0.0	0.0	0.0	0.0	0.0	0.0
$40,000-$49,999	22.2	0.0	50.0	0.0	0.0	0.0
$50,000-$69,999	0.0	0.0	0.0	0.0	0.0	0.0
$70,000 and over	0.0	0.0	0.0	0.0	0.0	0.0

Salary by average total pages*

Production director

	Under 60	60 - 99	100 - 149	150 - 199	200 - 299
Number of respondents	**12**	**12**	**18**	**16**	**10**
Under $12,000	0.0%	0.0%	0.0%	0.0%	0.0%
$12,000-$14,999	0.0	0.0	5.5	0.0	0.0
$15,000-$19,999	0.0	0.0	0.0	0.0	0.0
$20,000-$24,999	25.0	0.0	0.0	0.0	20.0
$25,000-$29,999	16.7	0.0	22.2	18.7	20.0
$30,000-$34,999	0.0	25.0	27.8	12.5	10.0
$35,000-$39,999	25.0	33.3	5.5	18.7	10.0
$40,000-$49,999	25.0	33.3	11.1	31.3	20.0
$50,000-$69,999	8.3	8.3	16.7	12.5	10.0
$70,000 and over	0.0	0.0	11.1	6.3	10.0

Production manager

	Under 60	60 - 99	100 - 149	150 - 199	200 - 299	300 and over
Number of respondents	**47**	**62**	**48**	**33**	**16**	**6**
Under $12,000	2.1%	1.6%	2.1%	0.0%	0.0%	0.0%
$12,000-$14,999	8.5	6.4	4.2	3.0	6.3	16.7
$15,000-$19,999	23.4	17.7	27.1	36.4	12.5	0.0
$20,000-$24,999	27.7	27.4	22.9	30.3	12.5	0.0
$25,000-$29,999	17.0	24.2	18.8	9.1	43.8	16.7
$30,000-$34,999	6.4	8.1	12.5	9.1	18.8	0.0
$35,000-$39,999	2.1	4.8	8.3	6.1	6.3	33.3
$40,000-$49,999	12.8	9.7	4.2	3.0	0.0	16.7
$50,000-$69,999	0.0	0.0	0.0	3.0	0.0	16.7
$70,000 and over	0.0	0.0	0.0	0.0	0.0	0.0

**total pages for the magazine with the largest circulation for which the respondent is responsible. Total pages includes editorial and advertising.*

"I believe industry guidelines should be set for supplier freebies, such as Christmas gifts, which, I think, is totally out of control."*—production manager in the Northeast.*

"My compensation represents both newspaper and magazine production and is to my knowledge on the low end of the production management scale."*—production director in the Midwest with one year of experience, earning a salary in the low twenties.*

Salary by number of fulltime people reporting to respondent

"I am the complete art and production departments but I am not getting paid accordingly."—*production coordinator in the Northeast with eight years of experience, earning a salary in the high teens.*

Management responsible for production

	None	One	2-5	6-10	11-20	Over 20
Number of respondents	**1**	**2**	**8**	**4**	**4**	**2**
Under $12,000	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
$12,000-$14,999	0.0	0.0	0.0	0.0	0.0	0.0
$15,000-$19,999	0.0	50.0	0.0	25.0	0.0	0.0
$20,000-$24,999	0.0	50.0	0.0	25.0	0.0	50.0
$25,000-$29,999	100.0	0.0	25.0	0.0	0.0	0.0
$30,000-$34,999	0.0	0.0	12.5	25.0	75.0	0.0
$35,000-$39,999	0.0	0.0	12.5	0.0	0.0	0.0
$40,000-$49,999	0.0	0.0	50.0	0.0	0.0	50.0
$50,000-$69,999	0.0	0.0	0.0	0.0	25.0	0.0
$70,000 and over	0.0	0.0	0.0	25.0	0.0	0.0

Production director

	None	One	2-5	6-10	11-20	Over 20
Number of respondents	**4**	**4**	**30**	**18**	**4**	**8**
Under $12,000	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
$12,000-$14,999	25.0	0.0	0.0	0.0	0.0	0.0
$15,000-$19,999	0.0	0.0	0.0	0.0	0.0	0.0
$20,000-$24,999	0.0	0.0	10.0	11.1	0.0	0.0
$25,000-$29,999	50.0	25.0	16.7	11.1	0.0	12.5
$30,000-$34,999	0.0	25.0	16.7	16.7	0.0	25.0
$35,000-$39,999	0.0	25.0	20.0	22.2	25.0	0.0
$40,000-$49,999	0.0	25.0	30.0	27.8	0.0	12.5
$50,000-$69,999	25.0	0.0	6.7	0.0	50.0	37.5
$70,000 and over	0.0	0.0	0.0	11.1	25.0	12.5

[redacted]

"Ad agency production people receive a much higher salary and are certainly no more knowledgeable. I have little assistance, yet some months I have to lay out and handle 700 pages, plus all the advertising, including executing changes to new ads while they're being made up. I am being paid about $10,000 less than some of our writers, yet I am much more experienced and handle just as much pressure."—*"a production manager in the Midwest with 18 years of experience earning a salary in the mid- to high twenties.*

Production manager

	None	One	2-5	6-10	11-20	Over 20
Number of respondents	**60**	**50**	**67**	**27**	**5**	**4**
Under $12,000	1.7%	2.0%	0.0%	0.0%	0.0%	0.0%
$12,000-$14,999	16.7	2.0	1.5	0.0	0.0	0.0
$15,000-$19,999	35.0	24.0	19.4	11.1	0.0	0.0
$20,000-$24,999	23.3	32.0	25.4	25.9	0.0	25.0
$25,000-$29,999	15.0	24.0	17.9	25.9	40.0	25.0
$30,000-$34,999	3.3	8.0	17.9	7.4	0.0	25.0
$35,000-$39,999	3.3	6.0	6.0	14.8	0.0	0.0
$40,000-$49,999	1.7	2.0	9.0	14.8	60.0	25.0
$50,000-$69,999	0.0	0.0	3.0	0.0	0.0	0.0
$70,000 and over	0.0	0.0	0.0	0.0	0.0	0.0

Title

By number of years in magazine production

	None	1-3	4-10	11-15	16-25	Over 25
Number of respondents	6	107	197	47	46	24
Mgmt. responsible for production	0.0%	0.9%	6.1%	10.6%	8.7%	0.0%
Production director	16.7	6.5	15.2	23.4	21.7	33.3
Production mgr. or supervisor	33.3	52.3	54.8	46.8	43.5	41.7
Advertising production mgr.	16.7	12.1	8.1	6.4	21.7	8.3
Editorial production mgr.	0.0	6.5	3.0	0.0	4.3	16.7
Art/design production mgr.	0.0	6.5	5.1	4.3	0.0	0.0
Production staff	0.0	15.0	7.6	8.5	0.0	0.0

By immediate supervisor

	Mgmt. responsible for production	Production director	Production mgr. or supervisor	Advertising production mgr.	Editorial production mgr.	Art/design production mgr.	Production staff
Number of respondents	22	68	217	45	20	18	35
Pres, publisher *	95.4%	89.7%	56.6%	46.6%	15.0%	83.3%	31.4%
Financial officer	0.0	2.9	1.3	0.0	0.0	0.0	0.0
Editorial exec.	4.5	4.4	12.9	4.4	70.0	5.5	28.5
Production exec.	0.0	2.9	27.1	26.6	15.0	11.1	31.4
Ad sales exec.	0.0	0.0	1.8	22.2	0.0	0.0	8.5

**includes vice president, associate publisher, division head*

By male, female

	Male	Female
Number of respondents	149	278
Mgmt. responsible for production	11.4%	1.8%
Production director	21.5	12.9
Production mgr. or supervisor	45.0	54.0
Advertising production mgr.	5.4	13.3
Editorial production mgr.	4.0	4.7
Art/design production mgr.	7.4	2.9
Production staff	5.4	10.4

Deferred compensation

By salary

	Yes	No
Number of respondents	280	156
Under $12,000	1.4%	3.8%
$12,000-$14,999	4.3	8.3
$15,000-$19,999	21.4	22.4
$20,000-$24,999	19.6	22.4
$25,000-$29,999	17.1	21.7
$30,000-$34,999	9.6	7.7
$35,000-$39,999	7.1	6.4
$40,000-$49,999	12.9	6.4
$50,000-$69,999	5.0	0.0
$70,000 and over	1.4	0.6

[redacted]

> ***"Replace a male—do all the clerical tasks—work on a new publication—do not get his salary. He worked a 40-hour week. I work 60-65 hours a week, with no overtime pay."****—woman production manager in the Midwest, with eight years of experience, earning $12,000.*

> ***"Women are still underpaid for the work they do. Total circulation of the magazine I produce is in the millions and it is translated in several different languages. But I'm a woman, and I'm not in New York City."****—assistant publisher with a salary in the low twenties.*

Deferred compensation CONTINUED

By circulation and region

		Northeast	North Central	South Atlantic	South Central	Western
Total number of respondents		205	105	38	34	47
Number of respondents		6	5	5	3	1
Circ.: Under 10,000	Yes	33%	60%	60%	66%	0%
	No	66%	40%	40%	33%	100%
Number of respondents		17	11	8	3	7
Circ: 10,000-19,999	Yes	65%	45%	13%	66%	57%
	No	35%	55%	87%	33%	43%
Number of respondents		44	27	12	10	10
Circ: 20,000-49,999	Yes	64%	67%	75%	60%	40%
	No	36%	33%	25%	40%	60%
Number of respondents		45	25	5	6	5
Circ: 50,000-99,999	Yes	58%	72%	20%	66%	20%
	No	42%	28%	80%	33%	80%
Number of respondents		60	29	4	6	17
Circ: 100,000-499,999	Yes	78%	83%	75%	84%	47%
	No	22%	17%	25%	16%	53%
Number of respondents		20	7	2	3	4
Circ: 500,000-1 million	Yes	85%	29%	50%	66%	50%
	No	15%	71%	50%	33%	50%
Number of respondents		13	1	2	3	3
Circ: Over 1 million	Yes	92%	0%	0%	100%	33%
	No	8%	100%	100%	0%	66%

By consumer and business magazines

		Yes	No
Number of respondents	**Consumer**	**75**	**61**
	Business	**147**	**66**
Mgmt. responsible for production	Consumer	50.0%	50.0%
	Business	50.0	50.0
Production director	Consumer	77.8	22.2
	Business	61.3	38.7
Production mgr. or supervisor	Consumer	50.0	50.0
	Business	69.6	30.4
Advertising production mgr.	Consumer	75.0	25.0
	Business	70.4	29.6
Editorial production mgr.	Consumer	80.0	20.0
	Business	80.0	20.0
Art/design production mgr.	Consumer	30.0	70.0
	Business	33.3	66.6
Production staff	Consumer	30.0	70.0
	Business	84.6	15.4

By male, female

		Yes	No
Number of respondents	**Male**	**100**	**49**
	Female	**172**	**106**
Mgmt. responsible for production	Male	64.7%	35.3%
	Female	62.1	37.9
Production director	Male	78.1	21.9
	Female	55.6	44.4
Production mgr. or supervisor	Male	61.2	38.8
	Female	64.0	36.0
Advertising production mgr.	Male	75.0	25.0
	Female	70.3	29.7
Editorial production mgr.	Male	83.3	16.7
	Female	69.2	30.8
Art/design production mgr.	Male	45.5	54.5
	Female	37.5	62.5
Production staff	Male	87.5	12.5
	Female	62.1	37.9

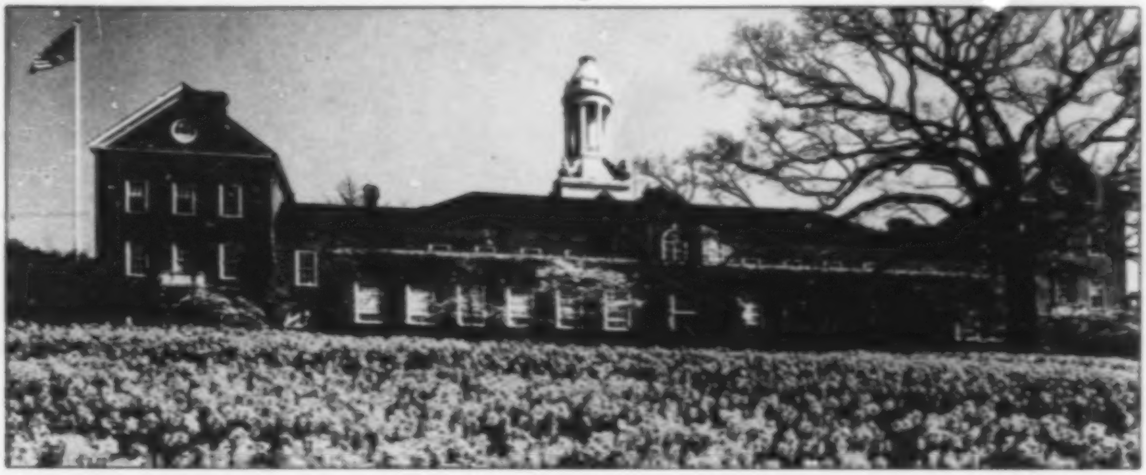
> ***"It was very discouraging to read some time back in Parnau's column that production managers seem to get stuck at about the $26,000 mark, even though a good production manager may be handling millions of dollars of printing and be able to save more than $26,000 on one large job. In a field where there are still 'production men's clubs,' it'll be interesting to see how salaries of men and women compare, although I realize that many women may be newer to production management ranks."*** *—woman production director working in a South Central state, earning approximately $25,000.*

C3935-1

Folio:

FEBRUARY 1985 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.00

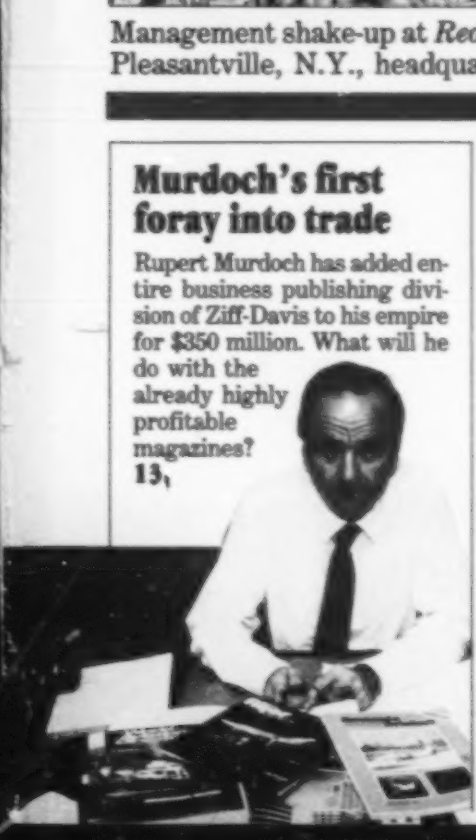
Drama in real life
The inside story of the *Digest*



Management shake-up at *Reader's Digest*'s Pleasantville, N.Y., headquarters. Why it happened and what it means to the future of this publishing giant. **88**

Murdoch's first foray into trade

Rupert Murdoch has added entire business publishing division of Ziff-Davis to his empire for $350 million. What will he do with the already highly profitable magazines? **13**



National distributors: Scanning the future

The challenge for national distributors—indeed for the entire distribution chain—is to maximize sales and minimize returns. **69**

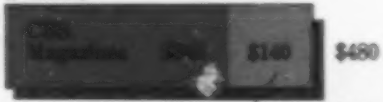
The risk of republishing defamation

Contrary to assumptions, a publisher is generally held accountable for republishing defamatory statements, even when they come from sources named in the article, explains publishing attorney Slade Metcalf. **97**

CBS + Ziff = Huge

With one fell swoop, CBS Magazines reached its goal of becoming a true leader in consumer magazine publishing. Now comes the risky part: unification. **13**

Estimated 1984 revenues
($ millions)



Source: First Boston

biweekly *Fortune*, two other Time Inc. publications. Loeb, who is managing editor of *Money*, notes that the weekly would have different subject matter and a different frequency.

Bolger: Postal worker contract may spur more rate increases

On Christmas Eve, Federal arbitrators handed down terms for a new contract with Postal workers, but at the same time William F. Bolger, outgoing postmaster general, said those terms might necessitate Postal rate increases greater than those already scheduled (see page 11.) Bolger took issue with the arbitrators' award of a 2.7 percent a year general wage increase for existing employees in each of three years. "This award will make it extremely difficult to hold for four or five years the new rates that will go into effect February 17," Bolger claimed. The arbitrators also granted a cost of living wage increase for existing employees that will amount to 3.3 percent annually if the inflation rate is 5.5 percent. Bolger praised the arbitrators' decision to allow the Postal Service to pay new employees according to a new, lower pay schedule.

Financial World 1, USPS 0: Big win or moot point?

Financial World emerged victorious in its quest for preferred "news" delivery from the U.S. Postal Service. USPS decided not to contest the biweekly business magazine's lawsuit, filed in October, that claimed discrimination because its subscription copies were not being given "Red Tag" treatment as those of its fortnightly competitors, *Fortune* and *Forbes*. By settling, USPS gave *Financial World* exactly what it wanted: the right to wear the word "NEWS" on its mailing label, and to mail in brown sacks instead of white. The settlement raises a broader question: Will hordes of other biweeklies clamor for news designation also?

More challenges to USPS paid subscriber rule

At least two more free-circulation newspapers have filed lawsuits challenging USPS' paid subscriber rule for second class eligibility. (The rule requires that 50 percent of a publication's circulation be paid subscribers before it can mail at second class rates.) The newspapers, *The Gulf Times* in Sophia, West Virginia, and *The River Parishes Sun* in LaPlace, Louisiana, are following the lead of the *Enterprise*, a free-circulation newspaper in Tennessee that sued USPS, challenging the rule as unconstitutional, and won. Magazine publishers were alarmed at the decision, fearing that the rule's elimination would bring shoppers and other third class mail flooding into the second class category. The lower court decision is now on appeal. A ruling could be handed down as early as this month, according to a USPS attorney.

First quarter results set upward trend in ad revenues for '85

Ad revenues for magazines are expected to do well in 1985, according to industry analysts, with first quarter results expected to exceed 1984's first quarter by about 10 percent. Pages should be up about 1 or 2 percent. "Magazines should do better than TV," says J. Kendrick Noble, analyst with Paine Webber. When TV is strong, he notes, as it was in the election and Olympics year of 1984, magazine advertising tends to lag behind by about a year. "Magazines will be in terrific shape," says Edward Atorino at Smith Barney Harris Upham. Revenues in the fashion publications will be especially strong, he predicts, with a 24 percent increase expected for the first three quarters. Robert Coen, senior vice president at McCann Erickson USA, in his outlook for 1985, predicts a total 10 percent increase in revenue for 1985 and a page increase of 2 to 4 percent. Total ad spending will be at $5.4 billion for national magazines, representing about a 5.6 percent share of total ad budgets, he estimates.

Outlook, U.S. advertising expenditures for '85

	Change over 1984	($000,000) 1985 projections
Major national broadcast	+ 6.0%	$16,245
Cable and syndication TV	+ 20.0	960
National magazines	+ 10.0	5,400
National newspapers	+ 8.0	3,245
Other national	+ 11.0	27,540
Total national	+ 9.2	53,390
Total local	+ 10.3	42,470
Grand total	**+ 9.7%**	**$95,860**

Source: Robert Coen, senior vice president, director forecasting, McCann-Erickson USA

Libel loss rate drops 35%

A recent study of libel verdicts brings good news: Losses and final awards are down, including awards on "megaverdicts"

New York City—The media is making some headway in winning libel suits at the trial court level, according to a new study by the Libel Defense Resource Center (LDRC), a watchdog of libel and privacy litigation.

The study examined the outcomes of 63 libel trials that took place between 1982 and 1984 and compared the results with those of LDRC's first survey of 54 claims on trial between 1980 and 1982.

"For the first time in the past several years, there has been an improvement in the rate of media defense success at trial," reports LDRC. The new study puts media losses of libel cases on trial before a judge or jury at 54 percent for the 1982 to 1984 time span, down 35 percent from 89 percent in the prior two-year period. Of the cases that go before a jury, the loss rate is 62 percent, also down from 89 percent in the last survey.

Damages awarded to successful libel plaintiffs have remained about the same as before, with the average initial award slightly over two million dollars. However, the number of million-dollar-plus awards was up in the 1982 to 1984 time period, according to the new study. Of the 63 cases tracked, 11 awards were over one million dollars—before 1980, only one million-dollar award had been entered in the history of libel litigation. Among all media, magazines faced the highest percentage of million-dollar awards. Three of the awards (75 percent) against the four losing magazines in the latest study were one million dollars or more.

LDRC also noted an "hourglass" trend in awards: With few exceptions, awards in the recent trials were either under $100,000 or over one million dollars. "It appears juries either make a realistic attempt to calculate actual, compensable injury . . . or they go to the other extreme and pull gigantic figures out of mid-air," the report said.

Success on appeal

But despite the still ominous trend in libel suit losses at the trial court level, the media continue to fare well on appeal. In the cases studied from 1982 to 1984, judgments against media organizations were reversed 68 percent of the time on appeal—essentially the same proportion as in the earlier period studied by LDRC. Adding in the cases where awards to winning plaintiffs were reduced, the media success

Results of latest LDRC Libel Study

	Latest study 1982-1984	vs.	Previous study 1980-1982
Number of cases	63		54
Media loses	54%		89%
before jury	62%		89%
before judge	10%		83%
Magazine loses	44%		78%
Newspaper loses	65%		88%
Broadcaster loses	27%		89%
Average initial award	$2,033,367		$2,051,178

Source: Libel Defense Resource Center

***The media's libel record is improving:** Losses at the trial court level dropped to 54 percent in the last two years from 89 percent in the previous two-year period, according to a new study by the Libel Defense Resource Center. But LDRC's counsel Henry Kaufman cautions that it is too soon to declare victory over excessive libel claims.*

Jerry Falwell proves emotional distress—and that distresses the guardians of free speech

The Rev. Jerry Falwell has a knack for agitating the liberal-minded. This time, he's trounced Larry Flynt—in Federal court—and legal scholars are saying the outcome is a direct blow to free speech.

The dispute between the Moral Majority leader and the sex publisher began as a joke. That, at least, is what Flynt claims his Falwell parody was meant to be. The parody, which ran in Flynt's November 1983 *Hustler*, was a take-off of an ad for the aperitif Campari. Falwell was depicted in the "ad" as describing how he lost his virginity to his mother in an outhouse and got "sloshed" before preaching. A small disclaimer ran at the bottom: "Not to be taken seriously."

Rev. Falwell took the ad quite seriously. He sued Flynt on charges of libel, invasion of privacy and the "intentional infliction of emotional distress."

A jury in Federal District Court in Roanoke, Virginia, found the ad too outrageous to be believed, and as such could not find it libelous. Judge James C. Turk ruled that no invasion of privacy had occurred. But on the third claim—intentional infliction of emotional distress—the jury found Flynt guilty. It ordered him to pay Rev. Falwell $200,000 in damages—$100,000 for the distress, plus $100,000 as punishment.

This particular law has rarely been called on by public figures such as Rev. Falwell, who, because of their public presence, are supposedly thick-skinned and not so easily distressed. Critics of the decision said that by applying the emotional distress claim to the media, courts will discourage rate on appeal (verdicts reversed or awards reduced) rises to 78 percent.

The media's success in challenging "megaverdicts" also continues. No million-dollar award has yet been finally affirmed on appeal, and the size of the awards that have been affirmed has come down. The new study found the average affirmed award to be about $60,000, down substantially from the $120,000 average award in the earlier study. The largest affirmed award—$200,000—is also down from a previous high of $400,000.

"On the eve of a number of important and widely publicized libel trials, it is noteworthy that the new figures . . . show a meaningful improvement in the media's performance at the trial court level," wrote Henry Kaufman, LDRC's general counsel, in a prepared statement. "However, the period they cover is too short, and even the reduced level of losses is still too high, to proclaim victory in the fight to bring libel trial results more in line with the true merit of those claims that go to trial."☐

Playboy talks to trade

The "*Playboy* Interview" is the basis for the magazine's new advertising campaign directed to the trade. Full-page ads featuring a closeup of upcoming *Playboy* interviewees are appearing in *The New York Times*, *Advertising Age*, *Adweek* and several consumer magazines. The ads stress *Playboy*'s editorial vitality, as epitomized by the well-known "*Playboy* Interview" feature.☐

free speech—not only offensive or obscene speech, but even barbed editorial cartoons and satire.

Norman R. Grutman, lawyer for Rev. Falwell, said the decision did not at all impinge on the First Amendment. "The First Amendment was not intended as a shield for the likes of Larry Flynt," who, "for sheer devilish pleasure" willfully sets out to attack and embarrass people, the lawyer said.

Grutman called himself "objective" in assessing this decision's impact on the notion of free speech because he often represents the press. In fact, one of his clients recently was *Penthouse*.

Insert presents special challenges

Time, ad agency and advertiser work together on holiday ad insert

New York City—A 20-page ad insert placed by the American Booksellers Association in *Time* presented some special challenges to the magazine, the ad agency and the advertiser.

The participants said the insert, which ran in the November 26 edition of *Time*, was unusual in that it was sponsored by an association of independent bookstores rather than a chain.

The insert promoted books as holiday gift items. In the advertising piece, 1,111 bookstores paid to have their names, addresses and telephone numbers listed in one of five regional editions. Also included were display ads purchased by 80 different book publishers to promote their books.

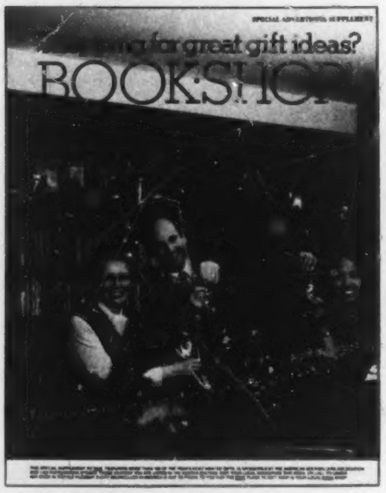
Time supplied reprints of the insert for distribution in stores and placed poster ads for the insert in airports and commuter locations.

Jack Draper, a sales representative at *Time*, first broached the insert idea with the association's ad agency, Franklin Spier Inc., back in May of 1983. The association approved the concept later that year, but there were two problems: convincing the association's member stores to pay $127 each to appear in the listings and convincing book publishers to buy display space in the insert.

Bernie Rath, executive director of the booksellers association, said his organization started looking for support for the insert with a mailing to its members in January 1984. When the mailing produced few responses, the association started making telephone calls.

There was a lot of skepticism of the project, Rath said, because it was the first time it had been tried. The last time the association did anything similar was in the late 1950s when it ran a one-page ad in *Time*.

One way *Time* helped the selling effort was by making its presence known at the annual booksellers convention. The magazine ran the convention's internal communications network.



Time ***yielded $1.9 million in gross billings on this 20-page ad insert.***

One problem that occurred in the special insert was convincing enough book publishers to buy ads for their books, given the diversity and independence of the booksellers.

Draper explained that when a chain of bookstores runs such an insert, the chain has some leverage with a book publisher. The book publisher knows that, if it buys ad space for a book in the chain's insert, the chain will probably buy a substantial supply of the book. The booksellers association, however, couldn't guarantee that its members would stock a particular book.

By the June closing, however, enough bookstores and publishers had signed up. And a few weeks after the ad ran, both *Time* and the association said they were happy with the results.

Time collected nearly $1.9 million in gross billings. Rath said he would reserve final judgment until data on consumer response to the insert comes in. He added, however, that judging by consumer comments to the association and to member stores, the insert was effective.

Rath said, however, that next year, the association will probably run just one edition of the insert. Because of some distribution problems, he said, a few of 1984's regionalized inserts were delivered in the wrong regions.☐

Corrections to The Folio:400/1984

The following errors appeared in the latest edition of The Folio:400. The editors apologize for any confusion or inconvenience caused by incorrectly reported figures and urge readers to familiarize themselves with the corrections noted below.

Modern Salon

Modern Salon's Total Revenues, Total Revenue Growth, Subscription Revenues and Average Circulation as published on Page 68 are incorrect. The correct data are as follows:

Total Revenue ($000):	$5,869
Total Revenue Growth:	18.8%
Subscript. Revenues ($000)	$1,349
Average Circulation:	118,142

As a result of these errors, *Modern Salon* was omitted from the following tables:

In Table 71, "Top 50 Business Magazines by Net Change in Average Circulation," *Modern Salon* should rank 22nd, with a Net Growth of 4,846.

In Table 73, "Top 50 Business Magazines by Net Change in Average Subscription Circulation," this publication should rank 6th, with a net growth of 5,661.

Among "Fastest Growing Business Magazines by Subscription Revenue," Table 78, *Modern Salon* should rank 8th in Division Three, with growth of 8.8%. Among "Fastest Growing Business Magazines by Average Circulation," Table 80, it should rank 8th with 4.3%.

The publication's rank among "Fastest Growing Business Magazines by Average Subscription Circulation," Table 81, should be 3rd in Division Three, with growth of 6.5%.

Finally, *Modern Salon*'s rank changed to 43rd in Table 66, "Top 50 Business Magazines by Subscription Revenue."

National Home Center News

National Home Center News' advertising revenue and advertising pages were overstated. The correct data and rankings for this publication are given below:

Rank: 386

Total Revenue ($000):	$4,372
Advertising Revenue ($000):	$4,372
Advertising Pages:	1,008

National Home Center News should not rank in Table 65, "Top 50 Business Magazines by Advertising Revenue," nor in Table 67, "Top 50 Business Magazines by Advertising Pages."

Among "Business Newcomers," Table 82, and in the market analysis on pages 440-444, the rankings affected by the revised data for *National Home Center News* are as follows:

Table	Data	Rank (Market)	Rank (Newcomers)
Ad Pages	1,008	11	11
Avg. Ad Pgs./Copy	40	12	12
Ad Revenue ($000)	$4,372	10	6
Total Revenue ($000)	$4,372	13	7
Avg. Total Pgs./Copy	87	9	unchanged

Progresssive Architecture

Progressive Architecture's average subscription circulation was incorrectly reported to be 72,934, and a number of data and rankings are affected by this error. Corrections to data published on page 67 are as follows:

Rank: 297

Total Revenue ($000):	$6,613
Total Revenue Growth:	2.7%
Subscript. Revenue ($000):	$1,448
Average Circulation:	67,580
Avg. Subscript. Circulation:	67,580

In Table 66, "Top 50 Business Magazines by Subscription Revenue," this publication's rank changes to 41, with a growth of 16.8%.

In Table 72, "Top 50 Business Magazines by Subscription Circulation," *Progressive Architecture* moves to 37th place.

Among the "Fastest Growing Business Magazines by Subscription Revenue," Table 78, its rank changes to 6th in Division Two, with growth of 16.8%.

Progressive Architecture was mistakenly included in the following tables: Table 71, "Top 50 Business Magazines by Net Change in Average Circulation," Table 73, "Top 50 Business Magazines by Net Change in Average Subscription Circulation," and Table 81, "Fastest Growing Business Magazines by Average Subscription Circulation."

In the market analysis on page 380, most rankings for *Progressive Architecture* are not affected by the data corrections. In 4 tables, however, the publications should rank as follows:

Table	Data	Rank
% Chg. Avg. Circ.	-4.6%	4
Net Chg. Avg. Circ.	-3,249	4
% Chg. Avg. Sub. Circ.	-4.6%	4
Net Chg. Avg. Sub. Circ.	-3,249	4

Business pubs' revenues up 6.9% in 1983

VS&A study compiles publishing composites based on income statement, balance sheet of 11 companies

■ *New York City*—Business magazines were back on the road to growth in 1983 by almost all financial measurements. Just how well they did that year and in the five-year period ending in 1983 has been documented by Veronis, Suhler & Associates (VS&A), a New York investment banking firm, in the new *Communications Industry Report*.

Among the highlights:

•In 1983, the business magazine publishing segment began to recover from a poor performance in 1982. Revenues increased 6.9 percent, up from 1982's 1.2 percent growth. Still, the 1983 performance by this measure was under the segment's five-year compound annual growth rate of 8.8 percent.

•Profitability in the business magazine segment rebounded more strongly than revenues did. Operating income surged 25 percent—two-and-one-half times the five-year rate of 10.2 percent—and operating income margins improved 2 full percentage points, to 13.9 percent. In 1983, operating income margins stood slightly above their 1979 levels.

•Business magazines have one of

Business magazine publishing 1979-1983 growth and performance measures

Overall industry

Segment rank in communications industry in parentheses *

Growth/performance measure	Revenues	Pre-tax operating income	Assets	Pro-forma operating cash flow
1979-1983 compound annual growth	8.8% (7)	10.2% (4)	6.3% (7)	10.8% (5)
1983 growth	6.9% (8)	25.0% (4)	4.2% (9)	24.3% (5)
1983 operating margins		13.9% (5)		15.2% (5)
1983 margin index (1979=100)		105 (4)		107 (4)
1983 return on assets		30.8% (3)		33.7% (3)
1983 asset turnover			2.2 (2)	

*The VS&A report covers 10 communications industry segments: (1) Radio and TV, (2) Cable and pay TV, (3) Business magazine publishing, (4) Business information services, (5) Newspaper publishing, (6) Book publishing, (7) Consumer magazine publishing, (8) Entertainment programming and distribution, (9) Recorded music and (10) Advertising.

Business magazine publishing's performance is most impressive *for its relative—and relatively consistent—profitability. The segment ranks fourth in both five-year compound growth and 1983 growth of operating income, and was one of four segments to improve its 1983 margins over 1979 levels.*

Leading companies

	Rank	Revenues		Pre-tax operating income		Assets	
1983 company totals ($Mil.)	1	McGraw-Hill	$381.2	McGraw-Hill	$65.2	ABC	$173.4
	2	ABC	279.9	ABC	29.2	McGraw-Hill	130.2
	3	Harcourt Brace Jovanovich	119.4	Harcourt Brace Jovanovich	17.7	Harcourt Brace Jovanovich	48.8
1983 growth (%)	1	Penny Stock News	71.4%	Harcourt Brace Jovanovich	84.4%	Plaza Communications	150.0%
	2	Plaza Communications	30.8	United Newspapers (Gralla)	47.1	Penny Stock News	50.0
	3	United Newspapers (Gralla)	11.4	Pittway (Penton/IPC)	29.8	United Newspapers (Gralla)	29.4
Five-year compound annual growth rate (%)	1	Plaza Communications	43.6%	Harcourt Brace Jovanovich	28.0%	Plaza Communications	49.5%
	2	United Newspapers (Gralla)	15.6	United Newspapers (Gralla)	22.8	United Newspapers (Gralla)	23.9
	3	Bill Communications	13.1	IMS International	18.9	Southam	18.9

The two companies posting the highest gains *in 1983 revenues were Penny Stock News, publisher of the weekly of the same name (revenues up 71.4%) and Plaza Communications, publisher of Registered Representative (revenues up 30.8%). Neither, however, ranked among 1983 operating income growth leaders. HBJ topped the list with an 84.4% increase after a flat 1982, and Gralla Publications, a subsidiary of United Newspapers PLC, registered a 47.1% jump after a similarly flat 1982.*

the smallest asset bases in the communications industry. Assets turn over semiannually (2.72 times in 1983). This segment records an excellent 30.8 percent operating income return on assets, according to VS&A's study.

•One consequence of the small asset base, VS&A pointed out, is the minimum amount that depreciation and amortization contribute to cash flow. Cash flow margins for 1983 were just 1 percentage point higher than operating income margins; adding back depreciation and amortization increased 1983 return on assets by only 3 percentage points.

Growth leaders

•Two companies new to VS&A's business magazine publishing study posted the highest gains in 1983 revenues. Penny Stock News, publisher of the weekly of the same name, increased revenues 71.4 percent; Plaza Communications, publisher of *Registered Representative*, experienced a 30.8 percent gain.

•Harcourt Brace Jovanovich (HBJ) topped the list of 1983 operating income growth leaders with an 84.4 percent increase after a flat 1982. Gralla Publications, a subsidiary of United Newspapers PLC, registered a 47.1 percent jump after a similarly flat 1982.

•The five-year compound annual growth rankings parallel the 1983 growth rankings, with the omission of Penny Stock News, which had no material operations until 1982.

•HBJ, Gralla and IMS International lead in five-year operating income and cash flow growth.

Performance leaders

Plaza Communications had the highest operating income return on assets, 57.1 percent, of the companies represented in the business magazine segment. McGraw-Hill returned 53 percent. In cash flow return on assets, McGraw-Hill led, with a 55.1 percent return last year, followed by Gralla with 50.8 percent. ☐

Crain Award winner

Chicago—George Holmes, editor of *Jewelers' Circular-Keystone*, was honored with the 1984 American Business Press Crain Award for a distinguished editorial career.

Holmes has steered the ABC/Chilton publication as editor for a decade. During that time, *Jewelers' Circular-Keystone* has won 12 ABP Neal Awards for excellence in business journalism, and its circulation has increased 50 percent. *Jewelers' Circular-Keystone*, a 100 percent paid publication, is now read by 80 percent of all jewelers in the United States, according to ABP.

"I've never seen any statistics on the correlation between the quality of a magazine's editorial and its success, but I'm convinced they do [correlate]," Holmes said as he accepted the award at the ABP fall conference.

Holmes has recently played an influential role in the Federal Trade Commission's rewriting of its guides for the jewelry industry. Using editorials and private dialogue, he has pressured the FTC to toughen its standards for business behavior in the industry.

Holmes, the 17th editor chosen for the Crain Award, received a crystal trophy and a $1,000 honorarium. The Crain Award was established by a grant from the G.D. Crain Jr. Foundation in honor of G.D. Crain, founder of Crain Communications. ☐

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Consumer magazines make efficient use of assets

VS&A study reveals consumer magazines are almost twice as efficient as business magazines in use of assets

New York City—Assets of consumer magazines turned over 4.38 times in 1983 compared with 2.22 times for business magazine publishers, according to a recent study by Veronis, Suhler & Associates. And 1983 operating cash flow return on assets for consumer magazine publishing stood at 43.3 percent, compared with 33.7 percent for business magazine publishing.

But from the standpoint of operating income growth over the five years ending in 1983, consumer magazines did not do as well as business magazines. The business magazine compound annual growth rate was 10.2 percent, compared with 7.5 percent for consumer magazines.

These observations were made from studies of 10 consumer magazine publishing companies and 11 business magazine publishing companies.

Highlights of the study include:

•The rate of 1983 revenue growth in the consumer magazine publishing segment doubled 1982's growth rate. Last year's 10.1 percent growth also bettered the five-year compound annual growth rate of 8.7 percent.

•Both operating income and cash flow declined in 1983, as three major consumer magazine publishers—Meredith, The New York Times and Playboy Enterprises—showed lower profitability. Segment operating income dipped 1.2 percent after two consecu-

Consumer magazine publishing 1979-1983 growth and performance measures

Overall industry

Segment rank in communications industry in parentheses *

Growth/performance measure	Revenues	Pre-tax operating income	Assets	Pro-forma operating cash flow
1979-1983 compound annual growth	8.7% (8)	7.5% (7)	3.6% (8)	8.1% (7)
1983 growth	10.1% (7)	–1.2% (9)	3.6% (10)	–0.9% (9)
1983 operating margins		8.9% (9)		9.9% (9)
1983 margin index (1979=100)		96 (5)		98 (5)
1983 return on assets		38.9% (1)		43.3% (2)
1983 asset turnover			4.38 (1)	

*The VS&A report covers 10 communications industry segments: (1) Radio and TV, (2) Cable and pay TV, (3) Business magazine publishing, (4) Business information services, (5) Newspaper publishing, (6) Book publishing, (7) Consumer magazine publishing, (8) Entertainment programming and distribution, (9) Recorded music and (10) Advertising.

***The consumer magazine publishing segment stands out** in the communications industry for its efficient use of assets, but in other types of growth and performance measures the segment does not rank in the top half of the industry. Consumer magazines posted highest '83 operating income return on assets—38.9%.*

Leading companies

	Rank	Revenues		Pre-tax operating income		Assets	
1983 company totals ($Mil.)	1	Time Inc.	$1,131.0	Time Inc.	$106.0	Time Inc.	$170.0
	2	Washington Post (Newsweek)	302.2	Meredith	28.4	Times Mirror	90.7
	3	Meredith	273.3	Times Mirror	22.3	Meredith	73.6
1983 growth (%)	1	Time Inc.	20.2%	Historical Times	300.0%	New York Times	45.0%
	2	Historical Times	19.5	Times Mirror	29.7	Time Inc.	42.9
	3	TL Enterprises	15.9	The Webb Company	16.7	Gambling Times	40.0
Five-year compound annual growth rate (%)	1	Time Inc.	13.6%	TL Enterprises	45.6%	New Yorker	15.1%
	2	TL Enterprises	12.0	The Webb Company	15.9	Time Inc.	13.1
	3	The Webb Company	10.3	Times Mirror	14.4	TL Enterprises	10.5

***Time Inc., the largest company** in the segment, last year was also the fastest growing in terms of revenues. Time Inc. consumer magazine publishing revenues grew 20.2% in 1983. Historical Times revenues increased 19.5%; TL Enterprises, 15.9%. Historial Times quadrupled its operating income in 1983 (+300%) to lead the segment. Times Mirror (29.7%) and The Webb Company (16.7%) posted more modest, but still impressive, gains. They were followed by the Washington Post* (Newseek), *up 15%.*

tive years of growth, while cash flow slipped 0.9 percent. Both declines deviated from five-year compound annual growth rates of 7.5 percent and 8.1 percent, respectively.

- Operating income margins have held relatively firm over the five years studied: 1983's 8.9 percent mark was only .4 percentage points below 1979's 9.3 percent.

Growth leaders

- Time Inc., the largest company in the consumer magazine group studied, last year was also the fastest-growing in terms of revenues. Time Inc. consumer magazine publishing grew 20.2 percent in 1983. Historical Times had a revenue increase of 19.5 percent; TL Enterprises, 15.9 percent.
- Historical Times quadrupled its operating income in 1983 (300 percent) to lead the segment; Times Mirror (29.7 percent) and The Webb Company (16.7 percent) posted more modest, but still impressive gains.
- Time Inc. demonstrated the highest 1979-1983 compound annual revenue growth among the consumer magazine publishers studied; it grew 13.6 percent per annum. TL Enterprises, publisher of *Trailer Life* and other titles, and The Webb Company, a contract publisher that also publishes several agricultural business titles, ranked second and third, with 1983 revenue growth of 12 percent and 10.3 percent, respectively.
- Time had by far the best 1983 operating income return on assets (ROA) in the consumer magazine group (73.4 percent). It was followed by The New Yorker (50.2 percent) and The New York Times' magazine division (29.5 percent). Time also led in 1983 cash flow ROA, with 76.4 percent. ☐

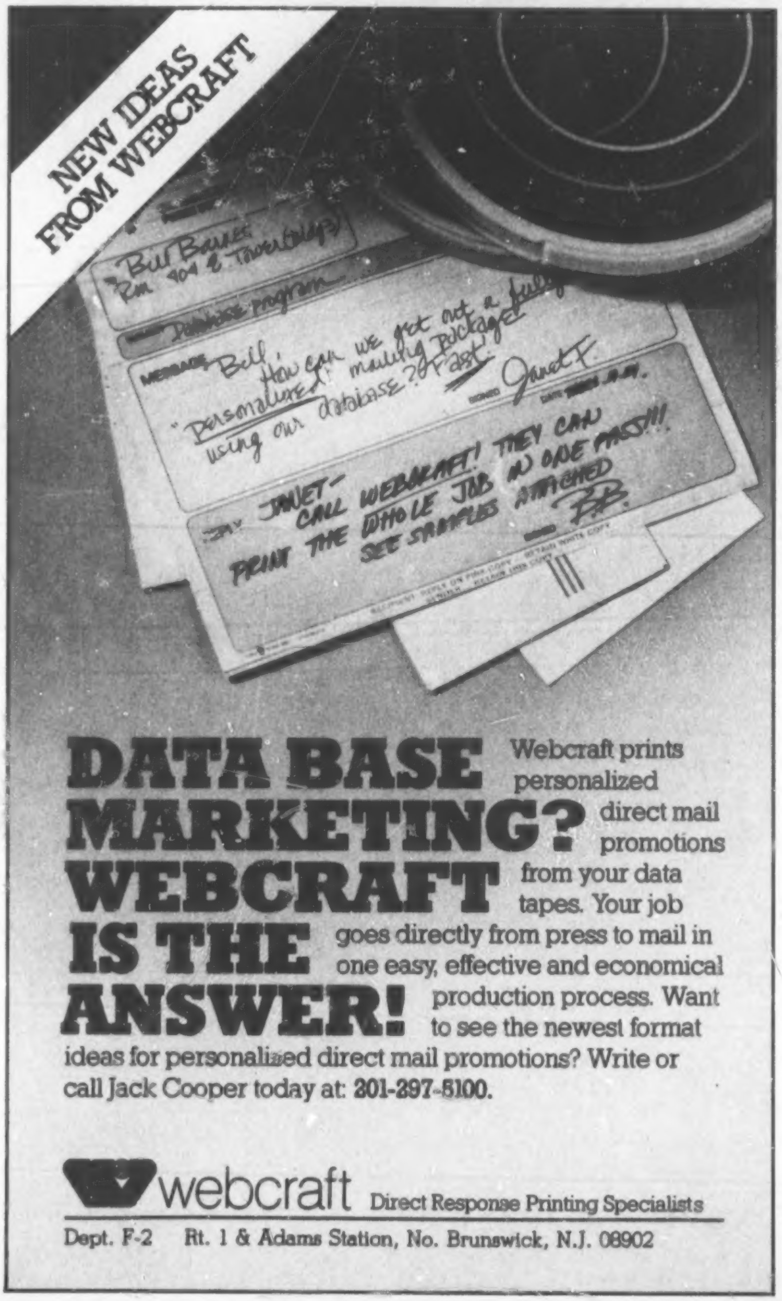
Postage hikes get final OK

Further hikes in third class bulk rates may be sought, says Postal Board head

Washington, D.C.—As expected, the Board of Governors of the Postal Service voted in December to accept the schedule of postal rate increases recommended by the independent Postal Rate Commission. (*See* FOLIO: *November 1984, page 43.*) The new schedule increases second class rates used by many magazine publishers by 14.2 percent on average while it hikes the cost of mailing a first class letter from 20 cents to 22 cents. The new rates go into effect February 17.

The Postal Service' Rates and Classifications Department originally proposed a schedule that included an 11.7 percent increase in second class rates and an increase in the cost of a first

***Third-class rates** may come under scrutiny in 1985, says John R. McKean of the postal board.*



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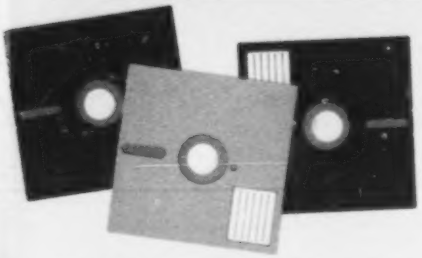
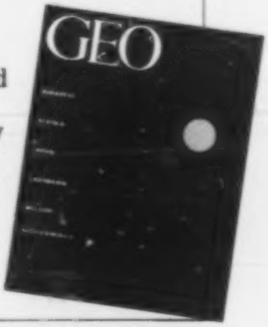


PC fulfillment software: It's here

Two new programs, particularly useful to small circulation magazines, are analyzed by Jack Beardsley, management consultant and FMA president. **104**

Why *Geo* wasn't longer for this earth

Everyone has their own opinion about why *Geo* failed-ranging from identity crisis to inflated operating expenses. FOLIO: asked top execs to play Monday morning quarterback on *Geo*'s demise. **17**



USPS settlement may open Pandora's box

Financial World granted "news" status; now others could jump on bandwagon, especially if the recently established preferential network service lags. **18**

Production's passion for anonymity

Why don't production people speak out about their great achievements under fire? asks *Good Housekeeping*'s editor in chief John Mack Carter. **152**

Ad sales compensation roundtable:

Does your plan inspire sales?

Salespeople are smart. They go where the money is. What is your ad sales compensation plan telling them? Top industry executives examine alternatives. **74**

Wall

Burton

Kenney

Horton

Edgell

Potts

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A publisher and a banker tell why this payroll savings plan is liked by employee and employer. At Hal Publications, it's going like gangbusters.

Why does George Holmes keep winning editorial awards? 61

Jewelers' Circular-Keystone editor in chief holds the record for more Neals than any other magazine. Reason: commitment to serving the reader.

16 ways to strengthen your promotion writing 86

The best ad sales promotion writing should sound natural, according to promotion consultant Julie Laitin. It's simple. It's written the way you talk. It's personal.

Developing research to support marketing goals 95

Sales executives should concentrate their efforts on what they want research to accomplish and leave the technical aspects to researchers, says Mort Grossman.

Press checks: The right way and the wrong way 129

Consultant Jeff Parnau passes along tips that may help you avoid common pitfalls. He reminds production people to "check," but don't take "full" responsibility.

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Top editors collect bonuses at *Dun's Business Month* for keeping expenses down. Here are the formulas. 25

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CommTek heads list of eight magazine publishers on Inc. 500 list. 35

Three-point system avoids libel suits at *New York*. 38

13-30 profits from posters that catch readers where magazines can't. 41

MGF targets young men; hopes to capture some *GQ* audience. 53

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$700 million by one source) would be covered by the Postal Service. The Magazine Publishers Association prefers the current system. The American Business Press dislikes both "unfair" rate breaks for nonprofits and excessive Federal spending, but it doesn't want general rate payers to be forced to fund what would be left of the nonprofits' rate relief.

Farm publication runs ROP personalized ad via ink jetting

What appears to be the first run-of-publication, personalized magazine ad appeared in the February issue of *Farm Industry News* (controlled circulation 300,000). Each and every recipient of the magazine was addressed by his or her own name, within the body of a Stauffer Chemical Company ad, via ink-jetted messages. That technology has been used by catalogs for some time for printing addresses and personalized messages, and a few automotive dealer magazines have run ink-jetted, personalized inserts and back cover messages. But run-of-book is a first, according to industry experts. The Webb Company—publishers and printers of *Farm Industry News*, ran the ad on a trial basis, and is running another one in the March issue.

Annenberg: No lost sleep over cable magazines' growth

"These magazines have been publishing for some time. If they were going to have an impact on *TV Guide*, they would have by now," Ambassador Walter H. Annenberg, *TV Guide*'s founder, told FOLIO: during the MPA dinner at which he was being honored as publisher of the year. Annenberg expressed delight that he was not in that ball game. "You lose control when you deal with cable operators," he said. "In my opinion, the people with cable magazines are zombies and don't realize it. I like independence." Asked face-to-face if he intended to start or acquire any magazines, Annenberg said "No." But when his official answer came back several days later via his staff, the answer was "Maybe."

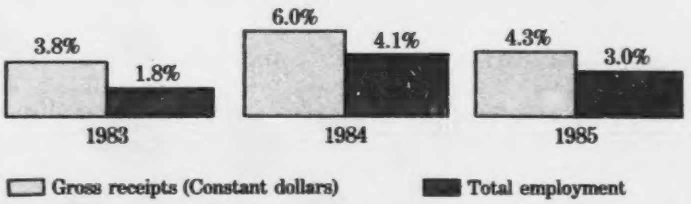
BPA: Twice as many magazines now using phones to verify requestors

Early analysis indicates that about 8.5 percent of magazines filing December 1984 Publishers Statements with the Business Publications Audit of Circulation (BPA) used telephone interviews to qualify requestors. Conducted at the end of January, the analysis included about 750 of the 1,050 statements expected to be filed. These statements were the first on which BPA allowed telephone-verified requests to be listed next to requests verified by written communication. Previously, the number of readers qualified by telephone had to be listed in a less-valued section labeled "Sources other than above." With this old label, in the past only about 4 percent of reporting magazines used telephones, BPA officials report. Observers say, with time even more magazines will be using the telephone. One reason for delay: it will take time to convince people that telephone verification really is legitimate.

Slower but healthy growth for magazines for '85, says Commerce Dept.

The crystal ball at the U.S. Commerce Department is predicting that the magazine industry will grow in 1985, but, in line with the slower expansion in the economy, at a slower rate than in 1984. The industry's gross receipts, according to the Commerce Department's *U.S. Industrial Outlook 1985*, will rise 4.3 percent in 1985, after adjustment for inflation. That compares to a 6.0 percent increase in 1984. The report notes that 1984 was a year in which ad receipts were bolstered by the Olympics, political campaigns and the upturn in the economy. The outlook states that growth in ad receipts in 1985 will be influenced by growth in the economy, corporate profits and inflation. Circulation receipts reportedly will be affected by "expected slower growth in both real disposable income and personal consumption expenditures." Employment in the industry, the forecast says, will increase by 3.0 percent, to 103,800.

Gross receipts and employment growth: periodicals



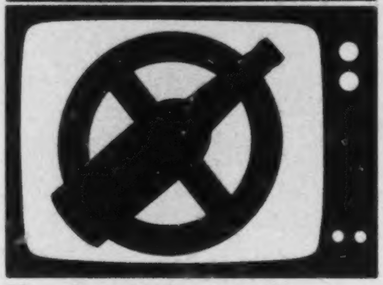
1983, 1984 data are estimated; 1985 data is forecast
Source: U.S. Dept. of Commerce Bureau of the Census

"I would be surprised if there were no legislation proposed or introduced during this session, just as I'd be surprised if there were no sun in the sky tomorrow," says Ronald Collins, coordinator of Project SMART (Stop Marketing Alcohol on Radio and TV). SMART, which comes under the auspices of the Center for Science in the Public Interest, would like to see a ban on advertising, although it concedes it would settle for equal time to talk about health and safety as it relates to alcohol consumption.

The campaign was spearheaded by the National PTA and the Council on Alcoholism and is gaining momentum in Washington. Senators from Florida and Missouri, as well as Congressmen from California and Colorado, are supporting such a bill. And Richard Celeste, governor of Ohio, has formally endorsed the project.

But George Schweitzer, a vice president with the CBS Broadcast Group, contends that banning beer and wine ads would not address the real issue. "Drunk drivers are the problem," he says, pointing out that alcoholism is still a major problem in some countries where there are no alcoholic beverage ads on TV.☐

PROJECT SMART



Magazines stand to gain if groups such as Project SMART succeed in getting alcohol ads banned from TV.

2% to 4% ad page increase for 1985, Coen predicts

Business publishers' growth should outpace consumers'

New York City—Although consumer magazine ad pages and revenues will increase in 1985, the rate of growth will be slower than it was in 1984, predicts Robert Coen, senior vice president and director of forecasting at McCann-Erickson U.S.A. With expansion in the economy slowing down, expansion in ad sales will follow suit, he explains.

Ad pages, which were up 6 percent to 8 percent in 1984, will rise, he says, by only 2 percent to 4 percent in 1985. Revenues will go up by about 10 percent in 1985 as compared to 16 percent in 1984, reflecting increases in rates as well as the modest gain in pages.

Trade publications did well in 1984 and should continue to do well in 1985, according to Coen. Preliminary figures show ad pages in 1984 were up 6 percent to 7 percent and revenue was up 14 percent. Trade magazines have a greater "lag" time than consumer magazines in following the economy, he notes.

While there was a "boom" in advertising in 1984, no economic bust is expected in 1985, Coen emphasizes. Magazines will simply have to work harder to maintain or slightly exceed the 1984 gains.

Total advertising spending in national magazines is expected to reach $5.4 billion in 1985, about 5.6 percent of all projected advertising spending in the United States.

Among the product categories showing the largest increase in magazine ad expenditures in the first nine months of 1984, as compared with the same period in 1983, were soft drinks/candy (up 105 percent), cleaners/waxes (up 39 percent) and drugs/remedies (up 27 percent). Other major categories that saw increases were automobiles, toiletries and food.

Categories that should do very well in 1985 include computers, utilities and financial services, according to Coen. Advertising in the home electronics

Total budgets of national advertisers for 1984

	% Over '83	($000,000)
National broadcast	+16.8%	$16,085
Magazines	**+16.0**	**4,910**
Newspapers	+10.0	3,005
(Total national print)	+13.6	7,915
Direct mail	+14.0	13,445
Other national media	+14.7	11,465
Total	+15.0%	$48,910

Source: Robert Coen, senior vice president, director of forecasting, McCann-Erickson U.S.A.

***National advertiser budgets** for magazines totaled over $4.9 billion in 1984—up 16 percent over 1983. Total ad spending in national magazines in 1985 is expected to reach $5.4 billion.*

Top product categories: Expenditures

(1st 9 months 1984 vs. same period, 1983)

	Network TV	Spot TV	Magazines	Total 3 Media
Foods	+32%	+14%	12%	+23%
Toiletries	+ 7	+ 8	20	+10
Automobiles	+11	+33	+ 17	+19
Drugs/Remedies	+17	+17	+ 27	+18
Cleaners/Waxes	+ 7	−16	+ 39	+ 1
Candy/Soft Drinks	+25	+ 1	+105	+14
Restaurants	+69	+19	− 12	+34

Source: Robert Coen, senior vice president, director of forecasting, McCann-Erickson U.S.A.

***Soft drinks/candy showed the greatest increase**—up 105 percent—in magazine ad expenditures for 1984 as compared with 1983. The dip in restaurant ad expenditures in magazines is insignificant, Coen says, as the great majority of such advertising traditionally goes to TV.*

field, which had been depressed from the decline in sales of video games, should rebound and do well with VCRs in 1985. Automobiles will continue to do well. With interest rates coming down, Coen thinks household appliances and furnishings will pick up. Cigarettes and liquor should remain about the same.☐

Researching newsstand readers

By coding reader response cards, *Byte* developed a list of newsstand readers, then queried them

POPULAR COMPUTING
BYTE
1985

More than 2,000 single-copy readers were identified by name and address for a study of* Byte *and* Popular Computing *newsstand buyers. The names came from coded reader response cards.

Hancock, N.H.—Subscribers are a relatively easy group of readers to research. You have their names, you know where they live, and because they like your magazine enough to buy a subscription, chances are they will answer a few questions for you. Single-copy readers, on the other hand, are much more difficult to identify. Therefore it is harder to research their characteristics and behavior.

Byte and *Popular Computing*, both McGraw-Hill publications, devised an effective way to learn more about the demographics and computer purchasing habits of their newsstand readers, as well as where and why those readers purchase computer magazines. Jim Bingham, single-copy sales manager for the sister publications, hoped to use the data to help market the magazines to various types of retail outlets and to give advertisers a "bead" on what their newsstand readers are like.

Last April Bingham mailed a six-page questionnaire to 1,024 *Byte* newsstand readers who had mailed reader service cards to the magazine requesting more information about particular advertisers. The readers could be identified as newsstand buyers because the cards had been coded to indicate that they were torn from newsstand copies, rather than from subscription copies. The questionnaire included a $1 incentive and postage-paid reply envelope.

By late May, *Byte* had a net response of 69 percent to the lengthy questionnaire. The same technique was later used to reach *Popular Computing* newsstand readers: A four-page questionnaire to 1,000 readers brought a 55 percent net response. Both surveys were conducted by McGraw-Hill Research.

"Few magazines have good single-copy reader research," Bingham observes. "We thought this was an ingenuous way of getting a large enough universe to query. It was a way of confirming or dispelling our ideas about the single-copy reader."

Bingham acknowledges that the technique contains an inherent bias because it relies on readers interested enough in the advertised products to send in reader service cards. The results, he says, are not truly projectable to all *Byte* or *Popular Computing* newsstand buyers. But he says he has a "strong suspicion" that the results are indicative of all newsstand readers because, by the nature of computer magazines, all readers tend to be actively involved in advertising. The demographics of the newsstand respondents also closely matched those of subscribers, which tends to confirm that the readers who responded to the ques-

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tionnaire are "typical" readers, he notes.

Bingham says the research technique is probably not viable for a large mass market magazine whose readers may see an ad, but usually do not take action—such as requesting more information. Ron Scott, single-copy sales consultant, agrees that such a technique would probably work only for special interest magazines where advertising is almost considered to be editorial to readers. Scott says that magazines often try to research newsstand readers by binding surveys into newsstand copies. But the use of coded reader service cards to build a list of newsstand readers for research is an excellent idea and "unique" to his knowledge. The response, he says, was "shockingly good."☐

Eight magazines among Inc. 500

Satellites, sound systems among publishers' successful markets

Boston—CommTek, in Hailey, Idaho, is the top magazine publisher on the third annual *Inc.* 500 list of the fastest growing, small, privately-held companies in the U.S. The company ranks in 23rd place, with 1983 sales totaling approximately $5 million and a five-year growth of 4,444 percent. CommTek produces five magazines serving the $1.4 billion satellite TV industry.

To make the list, companies must meet criteria established by *Inc.*'s editors: They must be at least five years old, must have shown a profit in the prior year and have had a very high percentage sales increase over the previous five years. They must also have total 1979 sales no greater than $25 million but no less than $100,000.

Other magazine publishers that made the list include the following:

•Testa Communications (ranked 170), Carle Place, New York, publishes trade and consumer magazines covering sound, electronics and home entertainment. The company had total sales of $4 million in 1984—nearly double its $2.3 million in 1983—which accounted in part for a five-year growth of 1,157 percent.

•TSR, Inc. (ranked 180), Lake Geneva, Wisconsin, publishers of game players' rules and booklets for Dungeons and Dragons, *Dragon* magazine, *Amazing* magazine (science fiction) and other related products, magazines and books, had 1983 sales of $26.7 million and a five-year growth of 1,105 percent. This is the company's third year on the list.

•Central Mass Media (ranked 199), Worcester, Massachusetts, publishes regional magazines. 1983 sales approached $2 million, with a five-year increase of 1,037 percent.

•Hanley-Wood, (ranked 206),

Fastest-growing private magazine publishers as ranked by *Inc.*

Company	1983 Sales ($000)	1979 Sales ($000)	% increase 1983 vs. 1979
CommTek	$5,156	$113	4,444
Testa Communications	2,338	186	1,157
TSR, Inc.	26,705	2,217	1,105
Central Mass Media	1,936	170	1,037
Hanley-Wood	5,933	536	1,007
Compendium Systems	7,600	800	850
General Communications	1,928	205	839
PCI	1,297	191	579

***Leading the magazine publishers** on the third annual* Inc. 500 *list was CommTek, showing a dramatic 4,444 percent five-year growth. Three of the companies (TSR, Inc., Central Mass Media and General Communications) have been on the list before.*

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Washington, D.C., publishes *Architecture* magazine on a management contract basis for the American Institute of Architects. It also publishes and owns *Builder* magazine, which is the official publication of the National Association of Home Builders. Sales in 1983 for the firm were $6 million; five-year growth was 1,007 percent.

•Compendium Systems, (ranked 253), New York City, is an offshoot of the Church of Jesus Christ of the Latter Day Saints, according to publisher Jack McAuliffe. Sales from magazines on health, beauty and nutrition in 1983 were $2 million, with a five-year growth of 839 percent.

•General Communications, (ranked 255), Denver, Colorado, publishes several magazines, including *Denver Business*, *Denver Magazine* and *Vail*. Sales for 1983 approached $2 million, with a five-year increase of 839 percent.

•PCI, (ranked 381), Austin, Texas, publishes computer trade magazines. Total revenues in 1983 were $1.3 million. It's five-year growth rate was 579 percent. ☐

Forbes gets tough on ad quality

Magazine insists printer give preference to ads that meet SWOP specifications

■ *New York City*—Some might say the system of ensuring good ad reproduction established by *Forbes* quality control manager Ed Morgan is "hard nosed"; even Morgan says it's "righteous." Most important, it works.

In short, Morgan's system can be described as follows: *Forbes'* printer will adjust its presses in order to match the proof of all advertisements whose submitted materials meet or come close to meeting Standards for Web Offset Publications (SWOP) specifications. On ads whose materials don't come close to meeting the specifications, the printer is to make press adjustments only if they don't compromise the quality of ads following the industry standards.

Advertising agencies who submit far out-of-spec materials are told that they are taking risks.

Jim Dunne, quality assurance manager at *U.S.News & World Report*, commented that few publishers have enough advertisers that they can afford to antagonize some of them with such a strict system.

Morgan said however, that advertising agencies usually cooperate. He quipped that the fact that he still has a job proves that his publisher hasn't lost any advertising because of the system.

The *Forbes* system was instituted over the last two years. Since it has been in use, Morgan said, serious complaints about the quality of ad reproduction have become a thing of the past. As of last December, Forbes had not had to rerun any ads in 1984 because of poor color reproduction.

You can't please everybody

The basic reason for the system, Morgan said is that, if a printer tried

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gently enforced, with permits revoked, if necessary.

Under new regulations, the classification, "Business Reply Card" has been eliminated. Only the terms, "Business Reply Labels" or "Business Reply Mail" may be used. The latter term may be used on cards and envelopes. "Business Reply Labels" may be used only on non-standard-size mail, which is not handled by a machine.

For standard-size mail, a machine can note a facer identification mark (FIM) instead of a stamp and can sort out business reply mail. The mark must be in the right place, however. Specifications are listed in Domestic Mail Manual (DMM) 917, issued by USPS on January 2nd, 1985, and in Publication 25, "A Guide to Business Mail Preparation."

The new rules also require the name of the permit holder on all business reply mail. Another name may be listed below.

Postal inspection of business reply mail before printing is not mandatory, but the USPS says permit holders receiving written postal approval of business reply mail before printing could avoid the cost of reprinting and distributing in the event of a nonmailable ruling.☐

72% of monthly publications delivered late

Publication delivery box score:
Ordinary second-class publications
July-September 1984

City	Better than USPS service standard	Service standard	1-3 days late	4-6 days late	7-10 days late	Later
Composite average*	17	11	34	20	9	9
Boston (Area 021)	26	5	38	19	8	4
Boston (Area 022)	0	0	49	38	13	0
New York (Area 100)	9	8	19	23	23	18
Buffalo	9	12	43	18	16	2
Pittsburgh	11	4	42	23	18	2
Philadelphia	10	9	26	11	25	19
Washington, D.C.	10	17	35	13	14	11
Atlanta	11	11	30	22	13	13
Miami	37	16	26	8	8	5
Memphis	26	6	28	14	14	12
Cincinnati	16	12	48	12	4	8
Detroit	12	7	15	34	22	10
Milwaukee	21	6	38	19	8	8
Minneapolis	21	17	36	19	6	1
Chicago	12	13	38	22	10	5
New Orleans	2	8	49	13	18	10
Dallas	14	24	34	15	8	5
Houston (Area 770)	22	14	47	12	0	5
Denver	15	4	29	21	19	12
Salt Lake City	19	6	15	15	24	21
Los Angeles	11	8	34	27	15	5
San Francisco	29	15	35	11	9	1
Seattle	11	13	42	19	9	6

*Including other U.S. cities and SCFs not listed
Source: Red Tag News Publications Association, Inc.

Service declined by 15 percentage points for ordinary second-class publications in the third quarter of 1984 compared with the second quarter of the year. For all cities monitored, the combined percentage of publications delivered on time (service standard) or sooner (better than service standard) was only 28 percent compared with 43 percent in the previous quarter.

During the third quarter, however, many publications complied with the Postal Service's March 1984 directive and switched from the ordinary second-class system to the surface preferential transportation system. These moves caused the delivery statistics for the third quarter to become unpredictable, says Frank Stupeck, general manager of the Red Tag News Publication Association.

A publication that converts to the surface preferential system, he explains, is measured against a stricter (by three days) Postal Service standard. Therefore, a publication in the Red Tag analysis may not appear to have gotten improved delivery even though it was delivered a few days sooner than before.

By the end of the third quarter, about one half of the publications in the Red Tag System had converted to the preferential network. All second-class publications were to have converted to the preferential network by January 1.☐

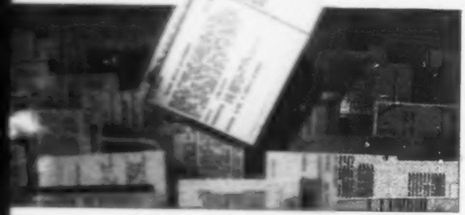
C3935-1

Folio:

APRIL 1985 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.00

'84: Billion dollar acquisition year

Major public purchases provide more information than ever before on the type of deals made, the acquisition process, who the key players are. Consultant James Kobak analyzes the biggest transactions. **82**



How to pick the right list

List selection needn't be a gamble. Some pros share the basics: the mechanics, what works, what to look out for. **96**

Make your ad research into a sales tool

Research can be the most useful component of your ad marketing strategy. Mort Grossman tells how to get the most out of it. **105**

'Excellence and quality' Annenberg's axiom

The words *TV Guide*'s Walter Annenberg heard as a boy when he visited William Randolph Hearst strongly influenced him. **152**

How long will easing of paper crunch last?

The slight easing of the paper crunch experienced in the first quarter may not continue through the year. Much depends on catalog demands, the economy, magazine and printer inventories. **23**

Major 1984 magazine acquisitions

	$ millions
U.S. News & World Report	$100.0
Billboard	$40.0
Interior Design and *Corporate Design*	$25.0
Ziff-Davis consumer magazines	$362.5
17% of The New Yorker	25.5
Institutional Investor	$72.0
Art in America	$5.0
New Woman	$20.0
Gourmet	$24.0
Ziff-Davis business magazines	$350.0

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ries published by Standard Rate and Data Service (*SRDS*).

Previously, ABC and BPA each had its own classification scheme. The separate SRDS system, however, was more prominent in the industry, according to various sources.

Greater exposure a plus?

The advantage of merging the old ABC and BPA classifications, in addition to the benefit of comparability, is, say its supporters, that the new system gives publications greater exposure in the marketplace. This greater exposure, they say, results from the fact that each magazine is listed within a primary market segment heading—and then that heading is listed within a broadly defined major market group. In contrast, under other systems, a publication is listed under a primary market segment heading—and that segment is not further grouped.

Contacted by FOLIO:, Arthur M. Spence, president of Geyer-McAllister Publications Inc., said he "didn't see the point" of instituting a new classification system. The SRDS system, he asserts, has the advantage of already being used by most people. He adds that he thinks there is nothing to be gained because, although the SRDS system is flawed, the new ABC/BPA system also has its faults, in his opinion. He says he personally is unhappy, for example, that *Playthings*, a Geyer-McAllister magazine edited for mass merchandisers of toys, is classified in the new system under general/specialty retailers.

John K. Abely, president of Technical Publishing Company, comments: "It makes no sense to me at all. They're trying to accomplish what can't be done." Abely, who, like Spence, is a member of the American Business Press board of directors, points out that there are inherent differences between paid and controlled circulation publications that make complete comparisons impossible.

Many years of negotiation between publishers and SRDS have produced subtle, but important, nuances in how the SRDS headings are written, says Thomas Dempsey, chairman of Penton/IPC. Those nuances are lost in the new ABC/BPA system, he complains. Under the SRDS system, a publisher also benefits because he can choose to list his magazine under several broad categories, he says; with the new ABC/BPA system, a publisher with a broad-based magazine can only list the publication under one narrow classification.

Finally, Dempsey asserts, the SRDS directory has the advantage that it lists all magazines no matter who audits them—or even if they are not audited. This is something many media buyers want in a guide, he said. Under the ABC/BPA system, however, only ABC members are in the ABC guide and only BPA members are in the BPA guide.

Acknowledging that he has a definite self-interest in the issue, Dale Bauer, president of Macmillan Inc., which publishes the SRDS directories, claims that, because those directories are so widely used, the new system, with its different classification scheme, will only confuse matters.

ABC: Still behind the new system

At ABC, vice president Robert Roberts continues to support the new joint system. Fewer than 10 publishers even made "inquiries" after ABC's 274 publishers were asked for comments about the system, he stresses. It is "surprising news" to him, he told FOLIO:, that BPA would consider adopting the SRDS classification scheme. In the past, he says, BPA "studiously avoided using SRDS."

William J. Mackey of the Rumrill-Hoyt ad agency, who is chairman of the MCC comparability committee, says that he has received no major complaints about the system his committee developed.☐

Seven of nine PIB categories show ad gains

Business magazines are revenue gain leaders; fashion/service category is runner-up

■ *New York City*—Seven out of nine magazine categories studied by the Publishers Information Bureau (PIB) showed an increase in ad pages for 1984, and seven also showed an increase in ad revenue.

Overall, PIB's 137 members showed a record-breaking 16.5 percent increase in ad revenue (total revenues: $4,667,984,386) and a healthy 8.5 percent increase in ad pages over 1983 (total pages: 153,803.49).

The category with the highest percentage increase in revenues was business magazines, with a 23.7 percent increase. Pages for the category were up 22 percent. *Venture* magazine showed the sharpest increase within the group, with a 54.5 percent gain in revenues and a 31.8 percent gain in pages. *Harvard Business Review* was the only magazine within the group to show a decline (-4.7 percent) in ad pages, but its revenues were up 6.3 percent.

The next highest category in terms of revenue gains—the "fashion and service" category—had been the leading revenue gaining category in 1983. Revenue for the category for 1984 was up 22.2 percent; ad pages were up 10.5 percent. Within the group, *Harper's Bazaar* was the leader once again, with a revenue gain of 30.1 percent and a page increase of 17.3 percent.

Following fashion and service was the "home" category which showed a revenue gain of 19 percent and an ad page increase of 8.3 percent. *Country Living* posted a dramatic 71.5 percent increase in revenues and a 25.1 percent increase in ad pages. *Southern Accents* showed a 69.9 percent increase in revenues and a 57.9 percent increase in pages.

Overall, monthlies showed a 16 percent increase in revenues, as did weeklies and biweeklies. The monthlies showed a page gain of 8.8 percent, while weeklies and biweeklies showed a page gain of only 3.7 percent.

Among the monthlies, *Sylvia Porter's Personal Finance* magazine stood out, with a 585.1 percent increase in revenues and a 624.3 percent increase in pages. The magazine jumped from 26.17 pages in 1983 to 189.53 pages in 1984. *American Health* also registered a large revenue increase—152.2 percent—and a page gain of 57.3 percent.

The "outdoor and sports" category had a revenue increase of 13.7 percent and a page gain of 4.1 percent. The "mechanics and science" category registered an 8.1 percent increase in revenues but a 4.2 percent decrease in pages.

The women's category had a revenue gain of 12.8 percent in 1984, with pages up 4.5 percent. *Self* led the way within the group, with a revenue gain of 40.7 percent and a page increase of 24.8 percent. *Working Woman* had a revenue gain of 30.4 percent and a page increase of 8.5 percent. *Prevention* showed decreases in revenues and pages. *Woman's Day, Good Housekeeping* and *True Story* all showed increased revenues but decreased pages for 1984.

Boys' Life, which comprises the youth category, showed a decrease in revenue of 21.4 percent and a decline in pages of 25.5 percent.

Newspaper supplements had a slight decline in ad revenues of 1.4 percent, but an increase in pages of 5.3 percent.□

Magazines ranked by ad pages: 1984

Rank	Publication	Pages	% change from 1983
1	*Business Week*	4971.62	7.1
2	*People*	4062.88	17.9
3	*Forbes*	3834.13	12.7
4	*TV Guide*	3799.59	4.6
5	*The New Yorker*	3539.43	–2.8
6	*Fortune*	3486.31	7.4
7	*Vogue*	3465.95	11.4
8	*Sports Illustrated*	3035.00	10.0
9	*Newsweek*	3003.48	2.0
10	*New York Magazine*	2943.48	0.8

Source: Publishers Information Bureau

Business Week ***again led*** *consumer magazines in total number of ad pages. Five of the top 10 magazines in ad pages for 1984 also ranked among the top 10 in ad revenues. All 10 were also in the top in 1983.*

Magazines ranked by advertising revenue: 1984

1984 Rank	1983 Rank	Publication	Revenues	% gain over 1983
1	1	*Time*	$335,589,383	12.1
2	2	*TV Guide*	304,264,688	12.9
3	3	*Newsweek*	247,094,704	13.0
4	5	*People*	232,888,231	32.8
5	4	*Sports Illustrated*	230,766,138	26.1
6	6	*Business Week*	184,782,417	18.3
7	7	*Good Housekeeping*	133,313,233	4.9
8	8	*Family Circle*	130,691,623	10.0
9	9	*Better Homes & Gardens*	126,134,446	15.7
10	11	*Reader's Digest*	111,854,487	10.1

Source: Publishers Information Bureau

Pulling back into the top 10 magazines in ad revenue is Reader's Digest, ***which ranked 11th in 1983. It replaces*** Woman's Day, ***which dropped from 10th to 12th place in 1984. The other nine magazines were also in the top 10 last year.*** People ***and*** Sports Illustrated ***traded places. The remaining seven publications retained their 1983 ranks.***

CONTINUED FROM PAGE 21

The 'piecemeal' verdict gave Sharon satisfaction, despite his final loss.

outpouring of the familiar refrain that the press, seen by many as arrogantly wielding its power to slash at public officials, deserved a large dose of its own medicine. Once again, the public turned its attention to the issue of how responsible a free press must be.

Sharon filed his $50 million libel suit over *Time*'s February 21, 1983, cover story about the official Israeli report on the 1982 Christian Phalangists massacre of Palestinians in West Beirut refugee camps. The massacre occurred shortly after Lebanese President-elect Bashir Gemayel was assassinated. Sharon contended he was libeled by a statement, midway through *Time*'s eight-page article about the massacre, that he had met with Phalangist leaders one day before the killings occurred and had "discussed the need" for revenge for the assassination. The alleged libel was aggravated when *Time* reported that details of the discussion were contained in Appendix B of the official Israeli report, Sharon charged.

Three decisions made

In reaching its verdict that *Time* had not libeled Sharon, the jury first decided that the disputed paragraph did convey a defamatory meaning—the first necessary component for libel of a public official. Two days later, it decided that the passage was false—the second component. Both of those decisions, by Judge Sofaer's orders, were announced in open court, heightening the tension and drama of the trial.

One week later, the jury reached a decision on the third and crucial test. Did *Time* act with malice by reporting the information, knowing it was false or having serious doubts about its accuracy? To that key question, the jury replied "no," thus ending the trial in *Time*'s favor. But it added a stinging footnote when its foreman read a statement chastising certain *Time* employees for being careless in reporting and verifying the information contained in the disputed paragraph.

Although *Time* won, Sharon's case worries the press because it was the first time a major foreign official had sued for libel in a United States court

4% growth through '89?

Ad receipts will outdistance those of circulation, predicts U.S. Commerce Dept.

Washington, D.C.—Annual revenue growth for the magazine industry should average 3.5 percent to 4.0 percent in constant dollars, through 1989, according to the United States Commerce Department. The department makes its predictions in its *U.S. Industrial Outlook 1985*.

According to the outlook, growth for advertising receipts should parallel the 4 percent annual growth predicted for constant dollar GNP. The reasoning given is that, with that kind of growth in GNP, advertisers should have big enough ad budgets to maintain healthy levels of ad spending.

Consumer purchases of magazines, meanwhile, could be affected by relatively slow growth (2 percent to 3 percent annually through 1989) in personal consumption expenditures and disposable personal income, the Commerce Department maintains.

While making its five-year forecast, the Commerce Department also predicted that in 1985 alone the magazine industry will experience a 4.3 percent increase in gross revenues. In 1984, the forecast states, gross revenues jumped 6.0 percent.

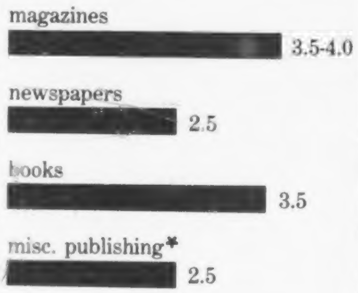
Cost hikes should be moderate

Other Commerce Department predictions for the next five years include the following:

- •Paper, printing and postal costs should increase at a moderate rate and thus help contain magazine price increases. Such increases especially affect circulation receipts.
- •Greater efficiency in existing paper mill machinery will slightly increase capacity for coated groundwood paper through 1986. No new groundwood machines are currently being constructed, and the earliest a new machine could be on line would be 1987. If paper demand holds at about 1984 levels, the paper market will remain tight.

Expected annual revenue growth by industry, 1985-1989

% growth in annual revenue (constant dollars)



*Includes directories, newsletters, calendars, racing forms, clothing patterns and other printed items.
Source: U.S. Department of Commerce

***Expectations are high** for revenue growth in the magazine industry over the next five years, as compared with U.S. Commerce Department predictions for other publishing sectors.*

- •Magazine circulation could improve as more sophisticated computer analysis allows publishers to take a closer look at demographic, social and economic factors related to magazine sales.
- •More publishers will install electronic editing systems and fully integrated pre-press systems. This equipment, by cutting lead time, will allow magazine publishers to compete more effectively with electronic media.
- •Compared to the last decade, U.S. exports of periodicals should grow at a slower rate, especially if the U.S. dollar remains strong. Foreign newsstand demand could be significantly affected by higher cover prices. Factors that would work to increase growth abroad include the editorial quality of U.S. publications, the increasing use of English as a second language in foreign countries, more educated populations and the special-interest orientation of many U.S. magazines.☐

New columnist to report on worldwide publishing

New Canaan, Conn.—To apprise American publishing executives—and those in other countries—about what publishers around the world are doing, FOLIO: has a new columnist: Robert J. Abramson. His first column appears on page 129.

Abramson specializes in the licensing of American and foreign periodicals and editorial materials. His clients include McGraw-Hill, Rodale Press, Macfadden and Reese Communications in the United States, and IPC, the Argus Group, Semic and Federal Publishing in Europe and Australia.

As world shrinks, expect more commingling of ideas, Abramson says.

Prior to establishing his own firm, Robert J. Abramson & Associates, in 1976, he was executive vice president of Universal Publishing and Distributing Corporation.

"In my travels, both East and West, I am constantly reminded that our European, Asian and Australian counterparts are a savvy, well-informed group of publishing executives—they are every bit as smart, imaginative and innovative as we," says Abramson.

"As the world continues to shrink, I expect there will be an ever-increasing commingling of ideas and techniques ranging from editorial presentation to coproduction," he adds.

to airfreight copies to distant points for entry into the postal system should find that the lighter plastic bags save them money. Loring Britton, distribution manager for the *Christian Science Monitor*, says that using plastic bags saves him about $20,000 per year in air freight charges, for example.

Christian Science Monitor was one of the first mailers to test the plastic bags for USPS when the bags first came out about two years ago. Since then, Britton says, some early design problems have been corrected on the bags, making them workable. He cites problems with the drawstring and with the bag tag holders as bugs now overcome. The next improvement will be the addition of tabs that will allow the bags to be hung on sack hangers, Britton reports. But overall, the plastic bags are far less difficult to handle than the canvas bags, he notes, so publishers who do not airship can still expect savings from internal operations by switching to the plastic sacks.

Mailers wishing to use the bags, which have recently been made available in brown for time-value publications as well, should arrange the switch with their local USPS transportation management office.☐

PagePlanner now with Commercial Graphics

Lodi, N.J.—PagePlanner, a text editing and page layout program, is now a product of PagePlanner Systems, a division of Commercial Graphics, Inc. It was formerly a product of Westminster Software.

Although the current market for PagePlanner is typesetters and printers, Ian Burns, chairman and CEO of Commercial Graphics, told FOLIO: that the eventual market will be corporate publishers.

Burns said: "Westminster's biggest problem was no available support." Commercial Graphics, a wholly-owned subsidiary of WSB Commercial Graphics in England, has an arrangement with Allied Linotype (formerly Mergenthaler) to integrate PagePlanner into its Series 200.

When asked whom a publisher interested in the program (which costs $2,995) should contact, Burns answered "either PagePlanner Systems or Allied Linotype. That's a learning curve we're still finding out about."

The PagePlanner includes text entry, H&J and electronic make-up. When interfaced with a typesetting machine, it can produce finished page repros with all type, rules and protected areas in place. A dictionary is also available.

Magazines using PagePlanner Software include *San Diego* and *Radio Electronics*, according to Ron Johnson, vice president of product planning and marketing. Columbia Publishing, a catalog publisher in New Jersey, is also using the software. *Radio Electronics* sends out disks for output; the other two publishers have output equipment (Mergenthaler 202) in-house.☐

Coated paper capacity on the rise

14.5% increase expected between 1985 and 1987

New York City—Paper mills' capacity to produce coated paper will continue to increase over the next few years, according to estimates from the American Paper Institute. Capacity for coated groundwood is expected to increase by 43,000 tons in 1985 over 1984 figures, a gain of only 1.2 percent. Coated free sheet capacity will go up by 145,000 tons over the same period of time, representing an increase of 5.4 percent.

By 1987, capacity for coated groundwood should reach 4,262,000 tons, a 13.9 percent increase over 1985, representing a gain of 518,000 tons. 1987 capacity for coated free sheet should amount to 3,069,000 tons, a 7.7 percent increase over 1985, representing a gain of 220,000 tons.

Total capacity for all printing and writing papers is expected to reach 22 million tons in 1987, of which coated paper will comprise 7.3 million tons, or 9.6 percent of all paper and paperboard capacity. Between 1985 and 1987, to-

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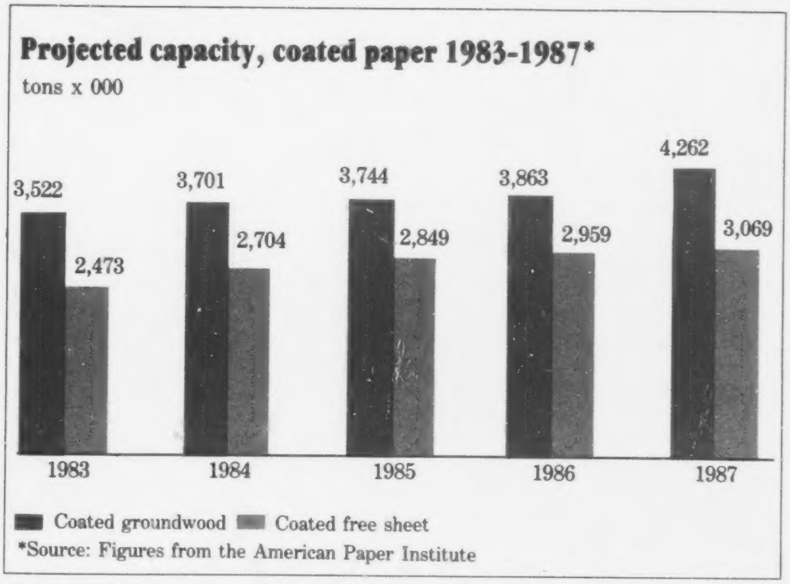


***Total capacity for groundwood and free sheet** coated paper, approximately 6.0 million tons in 1983, should have risen to 7.3 million tons by 1987, representing 9.6 percent of all paper and paperboard capacity.*

tal capacity for coated free sheet and coated groundwood will increase by 14.5 percent.

Planned capacity additions to printing and writing papers over the next three years should yield an average growth rate of 3.6 percent per year. The start up of at least seven new machines is anticipated.

International Paper, for one, will spend in excess of $200 million to convert an idle machine at its Pine Bluff, Arkansas, mill to produce coated publication paper. The project should be completed by the second half of 1986, according to a company spokesperson, and will have a capacity of 200,000 tons annually.

The plant originally produced newsprint but closed down in February of 1984 due to slackening demand. The decision was made to convert the machine in light of the swelling demand for coated stock for magazines, catalogs and advertising inserts.

In Grand Rapids, Minnesota, however, the Blandin Paper Company is holding off on its plans to build a new paper machine which would increase its production of coated paper by 67 percent, from 800 to 1,335 tons per day. Although demand for coated stock is high, the parent company, British Columbia Forest Products, is finding markets for its other products—primarily lumber and craft paper pulp—to be depressed, a spokesperson for Blandin said.☐

Editors: Direct your magazine

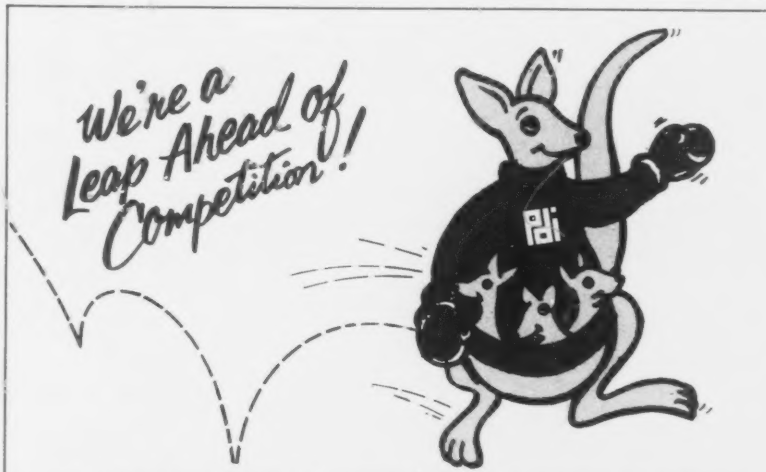
Editors should get involved in every facet of the publication process

■ New York City—Editors should view themselves as the managers of their magazines and be involved in all the processes of publication, from production to promotion, recommends Peter Jacobi, editorial consultant.

"You make yourself more useful to the magazine when you do this," Jacobi emphasizes.

It doesn't hurt an editor to take courses in management or read books about managing, he suggested. The more involved an editor is in the whole publishing process, the more valuable he becomes to that publication, and this can mean getting involved outside just the editorial realm.

"Take responsibility for the cov-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609/771-6100

McCall's still top freelance market

Top magazines pay, on average, $.50 to $1.00 per word

Cincinnati—For the second year, *McCall's* heads the list of the top 100 magazine markets for freelance writers, as ranked by *Writer's Digest*.

For its fourth annual ranking, *Writer's Digest* sent out questionnaires to editors of hundreds of consumer magazines asking for such details as how many manuscripts are purchased per year, minimum and maximum word rates and policies regarding kill fees, rights purchased and when the author gets paid. Answers were weighted with more points going for such items as number of manuscripts purchased and payment rates than rights purchased or whether authors could see prepublication galleys.

Results appeared in the 1985 *Writer's Yearbook*. *Reader's Digest* moved up from third place in 1984 to second place in 1985. *The New York Times Magazine*, in third place, is new to the top 100 as is *Vanity Fair*. Publications which were on the list last year but have just moved to the top 10 this year include *Sports Afield*, *Food & Wine* and *Redbook*.

Other points about magazines as freelance markets, revealed by the survey, include the following:

•Number of manuscripts purchased ranged from as few as 15-20 (*Money*) to 2,500 briefs (*Grit*) and 2,500 features and columns by *Sunday Woman*. About half the magazines purchased between 100 and 300 freelance articles per year.

•The majority of magazines pay between $.50 and $1.00 per word. The highest maximum rate is $3.00 per word by *Architectural Digest* (the magazine's minimum is $1.00). *Parade*, which ranked 17, pays a maximum of $2.50 per word (minimum $1.00). Six other magazines, including ninth-place *Redbook*, have maximums of $2.00 per word. Lowest minimum rate is $.05 per word paid by *Moody's Monthly*, a religious publication. There are seven other magazines in the top 100 who pay $.10 or less as a minimum word rate, including *Writer's Digest*.

•Almost all the magazines say they pay on acceptance. A few say they pay half on acceptance and half on publication.

•The majority of publishers purchase First North American Rights, with the second largest group purchasing "first," "first worldwide" and "first and other" rights. Fifteen publishers buy all rights, eleven buy one-time rights and nine buy North American Serial Rights. Other rights purchased, vary with one magazine—*Metropolitan Home*—purchasing the copyright.

•Kill fees are paid as a percentage of the agreed upon price by most magazines, ranging from *Cosmopolitan*'s 10 percent to 15 percent to *Delta Sky*'s 100 percent. Most magazines offer a kill

Writer's Digest top 10 markets for freelance writers, 1985

Rank	Publication	No. ms. purchased/yr.	Minimum word rate	Maximum word rate	Kill fee	Rights bought	Author sees galleys
1	*McCall's*	400	$1.25	$1.75	20%	First North American	Usually
2	*Reader's Digest*	1,175	1.00	1.15	$500	Varies	Always
3	*The New York Times Magazine*	450	.50	1.00	$250	First North American	Always
4	*Travel & Leisure*	1,000	.30	.80	25%	One Time Rights	Usually
5	*Sports Afield*	1,070-1,120	.36	1.25	Varies	First Rights	Sometimes
6	*Signature*	220	.50	1.00	25%	First North American	Always
7	*Vanity Fair*	320	1.00	1.00	25%	First North American serial	Always
8	*Food & Wine*	150	.60	1.25	25%	First worldwide rights	Always
9	*Redbook*	250	.25	2.00	25%	First North American	Usually
10	*Parents*	220	1.00	1.00	$250	First North American serial	Usually

Source: 1985 *Writer's Yearbook*

***Your magazine would fit the "average" profile** of the top 100 magazine markets if you buy between 100 and 300 manuscripts per year, pay on acceptance between $.50 and $1.00 per word, offer a kill fee of 25 percent, purchase First North American Rights and always let authors see prepublication galleys.*

partment of journalism and telecommunication, Arizona State University and previously held executive positions at *Time, Newsweek, This Week, Redbook* and the Gannett Corporation. Waggaman is associate director, advertising services at *Newsweek*.

The book costs $24.95 and is available from Praeger Publishers, 521 Fifth Avenue, New York, New York 10175.☐

Cosmo: top seller at colleges

More bookstores carrying women's lifestyle magazines

Westbury, N.Y.—Sales of women's magazines in college bookstores are picking up considerably, according to the *College Store Executive*'s 1985 survey of college store managers.

The survey shows that the top seller among all magazines in these stores is *Cosmopolitan*. And, says *CSE* marketing director Steven Caming, "this is the first time we've seen women's lifestyle in the top three categories of magazines carried in the largest number of college bookstores" (85.44 percent of the stores carry them). The growing sales for women's magazines reflect the older student population in general and the return to school of more and more women, he maintains.

The magazine category represented in the most college bookstores is arts, entertainment/humor (87.97 percent of stores carry this category); the second most carried category is business and news (86.87 percent).

Other categories and the percentage of stores in which they are stocked include social and literary (83.54 percent), sports/outdoors (82.91 percent), science (79.74 percent), specialty (79.11 percent), computers/electronics (79.11 percent), home and family (73.41 percent), food/health (63.92 percent) and adult sophisticate (51.26 percent).

In terms of single-copy sales, *Glamour, Vogue* and *Mademoiselle* ranked along with *Cosmopolitan* in the top 10. New to the top 10 this year is *Gentlemen's Quarterly*, the leader among the specialty titles.

People ranked in second place among the top sellers, followed by *Playboy* in third place. *Penthouse* also made the list. *Newsweek* ranked sixth and *Time* ranked eighth. Both the newsweeklies were carried in more college stores than any other publication. Caming attributes this to the elections and Olympics in 1984.

According to the survey, the specific magazines carried this year by the greatest number of college stores are, in order, *Newsweek, Time, Cosmopolitan, Glamour, People, Sports Illustrated, Rolling Stone, Vogue, U.S. News & World Report, Psychology Today* and *Omni*.

Caming thinks the college student is becoming more sophisticated in magazine tastes and is beginning to read more for information than entertainment.

Adult sophisticates did not do too well in this year's survey, he points out. They ranked eleventh (last) among the categories stocked by stores. And *Playboy* toppled from number two last year to number 19 this year, in terms of the number of stores carrying it.

The upsurge in stocking and selling women's lifestyle publications reflects a growing interest among students in dressing well, says Caming. He also mentions (parenthetically) that more and more college bookstore managers are women.☐

Top 10 bestsellers in college bookstores

1. *Cosmopolitan*
2. *People*
3. *Playboy*
4. *Glamour*
5. *Vogue*
6. *Newsweek*
7. *Penthouse*
8. *Time*
9. *Gentlemen's Quarterly*
10. *Mademoiselle*

Source: *College Store Executive*

The appearance of Glamour, Vogue *and* Mademoiselle *in the top 10 list, in addition to* Cosmopolitan*'s pre-eminent place, reflects the growing importance of women's lifestyle publications to the college retailer.*

This announcement appears as a matter of record only

THE BROTHERS NETWORK, INC.

Metuchen, New Jersey

Publishers of

Enroute
American Towman
Computers-R-Digital

$250,000

3 Year Engagement Letter

Magazine Funding, Inc.

Princeton, New Jersey

April, 1985

first hike in this charge since 1976. That service provides mailers with notification when a person has moved, providing the piece is endorsed "address correction requested."

As for pieces designed to look like bills, invoices or statements of accounts, USPS has clarified long-standing rules governing the placement and design of required "warnings" that must appear on the envelope to inform recipients that the piece is not a bill. The rule clarifications were passed because of recent instances of solicitations resembling bills with the warning camouflaged to be less noticeable to the consumer.

The new rules say the warning cannot be obscured by surrounding it with other words of similar size print, or with symbols that detract from the warning's conspicuousness. The rules also incorporate a diagram that shows the warning positioned on a diagonal starting at the lower left-hand corner, with a dotted line extending to the right-hand corner.☐

Top U.S. magazines in annual foreign newsstand sales

Penthouse topped all other United States-based magazines in foreign single-copy sales, with annual foreign receipts of $9,180,000, according to the recently released Boart's Report of Overseas Sales of American Magazines, a study that was based on a June 1984 Audit Bureau of Circulations (ABC) report. Figures are based on the single ABC-reported issue and do not represent the average sales reported for the period.

Playboy ranked second in this most recent *Boart's Report*, but had been number one in the last report, which was based on a December 31, 1983 ABC report. *Playboy*'s foreign receipts dropped this time by $711,828, while *Penthouse*'s rose by $1,224,000.

Among the newcomers to the most recent top 10 listing were *National Enquirer* at fourth place, *Life* at fifth place, *Business Week/World Wide* at seventh place, *Gallery* at eighth place, and *Byte* at 10th place.

Boarts' foreign sales reports do not include sales in Canada. The New York-based international distributor arrived at total foreign sales figures by multiplying each magazine's foreign sales of its ABC-reported issue, by each magazine's annual frequency, and by its cover price. The latest report analyzed 239 publications. Publications chosen for study are not limited to those distributed by Boarts.

Magazine	Annual foreign sales in dollars*	Foreign copies* (ABC-reported issue)	U.S. copies (ABC-reported issue)	Foreign copies as a % U.S. copies	Cover price and annual frequency	
1. *Penthouse*	$9,180,000	255,000	2,640,997	9.6	$3.00	12
2. *Playboy*	7,544,700	209,575	2,170,129	9.6	3.00	12
3. *Playgirl***	2,114,938	59,744	392,778	15.2	2.95	12
4. *National Enquirer*	1,729,208	51,160	4,217,089	1.2	.65	52
5. *Life*	1,671,600	55,720	975,443	5.7	2.50	12
6. *Muscle & Fitness*	1,505,243	42,521	285,746	14.8	2.95	12
7. *Business Week/ World Wide*	1,413,490	10,873	21,497	50.5	2.50	52
8. *Gallery*	1,243,749	31,891	431,470	7.3	3.25	12
9. *Easy Riders*	1,153,020	38,434	253,478	15.1	2.50	12
10. *Byte*	1,100,778	26,209	83,529	31.3	3.50	12

*Excludes Canada, includes U.S. possessions, military

**Figures supplied by publisher

Source: Boarts International, Inc.

Camera-ready art

Peoria, Ill.—Three new volumes of camera-ready art—two on travel and one on food service topics—have been published by Dynamic Graphics, Inc. The collections feature a variety of illustrative styles including pen-and-ink sketches, pictograms, cartoons, photo conversions and airbrush renderings. Art is printed on heavy glossy stock and loose-leaf bound in permanent binders.

Resort, Travel & Recreation Graphics, Volumes 1 & 2 offers illustrations of popular destinations, vacation locales and people in sports and leisure activities. *Menu & Restaurant Graphics, Volume 1* provides 229 illustrations plus more than 20 menu layouts. Subjects include prepared foods, dining scenes, decorative motifs.

Cost of *Resort, Travel & Recreation* is $79.95 for each volume, or $129 for the set. *Menu & Restaurant* is $64.95. Contact: Dynamic Graphics, Inc., 6000 N. Forest Park Drive, P.O. Box 1901, Peoria, Ill. 61656-1901.☐

Playboy going perfect

Chicago—Starting with its October 1985 issue, *Playboy* will switch from saddle-stitched to perfect binding. The magazine's famous centerfold will be accommodated on a double fold.

Chuck Stentiford, *Playboy*'s senior vice president and advertising director, says the change will allow much greater flexibility for accepting inserts, greater possibilities for demographic editions, and will substantially reduce advertisers' production costs on supplied

1984: A billion dollar year for acquisitions

It wasn't just the hefty price tags that distinguished magazine sales last year; a number of deals were public and much information was revealed

[redacted]

BY JAMES B. KOBAK

1984 was at least a billion dollar year for magazines—magazine sales, that is. Just take a look at those sale prices that have been published. (See chart at right.)

Although these are the reported prices, possibly slightly incorrect in some cases, the point is that they add up to $1.024 billion. And, of course, a number of other properties changed hands—such as *Learning* to Springhouse, *Darkroom Photography* to Trailer Life, *Country Journal* to Historical Times, *Saturday Review* to this year's buyer, and lots of others whose sales prices are *not* public. In 1985, the acquisition fever continues. In February, Si Newhouse offered $125 million for the remaining shares of The New Yorker.

But it wasn't just the hefty price tags that distinguished magazines sold in 1984 from other sales in other years. A number of the major deals were public—and much information about prices, revenues and earnings became available.

And boy, were the transactions public! It seemed that almost every day some publication (often more than one)—perhaps *The New York Times, Washington Post, Business Week, Ad Age* or *AdWeek*—was reporting on who was buying, what they were paying, and why they were interested.

The reason for all the coverage seems obvious. Aside from the intrinsic newsworthiness of the subject, at some time or other everyone in the business wonders just how valuable magazines are. This was one of the rare chances to really get a feel for the subject.

And it gives us the opportunity now to analyze the question, using the information available.

Let me begin with a few conclusions:

- *Magazine prices are very high*. Magazines sell for multi-

James Kobak of Darien, Connecticut, has been a management consultant since 1971. He was previously administrative partner of J.K. Lasser & Co. and international administrative partner of Lasser, Harmood Banner and Dunwoody.

Major 1984 magazine acquisitions

$ millions

U.S. News & World Report
To: Mort Zuckerman
$100.0

Billboard
To: Group of employees
$40.0

Interior Design and
Corporate Design
To: Cahners
From: Whitney
$25.0

Ziff-Davis consumer magazines
To: CBS
$362.5

17% of The New Yorker
To: Si Newhouse
$25.5

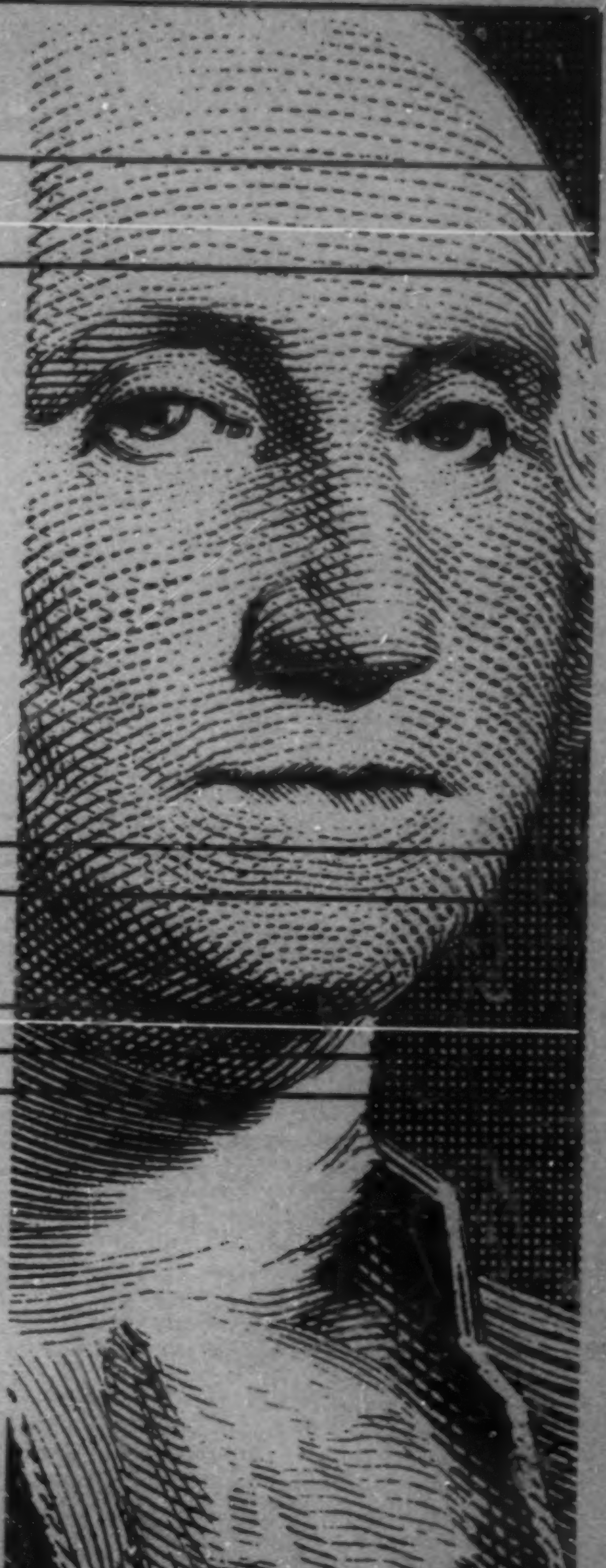
Institutional Investor
To: Capital Cities
$72.0

Art in America
To: Peter Brandt
From: Whitney
$5.0

New Woman
To: Rupert Murdoch
$20.0

Gourmet
To: Conde Nast
$24.0

Ziff-Davis business magazines
To: Rupert Murdoch
$350.0



ples far above those for most businesses, as well as for much more than they did just a few years ago. Businesses in most fields can expect prices in the area of 3.5 to 7.5 times earnings before taxes. In recent years, we have seen magazine sales priced at anywhere from five to 10 times earnings. But in 1984, the public sales went for 6.9 to 50 times earnings before taxes, far higher than before.

It appears that the financial world has finally begun to appreciate the magazine business. Now we can go down to Wall Street without feeling like second-class citizens.

- *There are no short-cut valuation formulas.* People in business always try to find short cuts when determining what a property may be worth. I am sure you have all heard that a magazine's value is equal to one year's sales. Or that they sell for five times earnings before taxes. Or that the price should be the total of profits for the past three years. Or any one of 100 other short-cut formulas.

If you haven't thought about all those homemade truths being misleading—as they always have been—examine the sales in 1984 and you will quickly realize that there are no short cuts to determining a magazine's value. You really have to study every property very, very carefully to get a feeling for its worth.

- *Don't underrate the glamour factor.* Aside from its inherent earning power, just about any magazine has a glamour factor that must be kept in mind when the magazine's value is being determined.

A magazine, by its nature, has more excitement than almost any other business. It is fun to point to your magazine on the coffee table or on the newsstand and tell your friends that you own it. And, magazine publishing is a business that allows you to influence opinion, whether it is about making machine tools more efficiently or determining the latest trends in fashion.

Glamour factor affects price

That glamour factor came into play in all the sales we are discussing, but probably nowhere as much as with *U.S. News & World Report.* After all, there are only three newsmagazines—and there may never be another chance to buy one of them. Their influence is enormous, the publisher is privy to the inner workings of virtually everything everywhere, and he can get an audience with anyone in the world, at any time, if he wants.

- *Only a few want any one property.* There are literally hundreds of people in the market to buy magazine properties. But when any one magazine becomes available, there are only a handful of serious contenders. The reason, of course, is the field the magazine serves—a factor of great importance. There are some fields with which you do not want to be associated, others to which you don't relate (I am a golfer and would never want a tennis magazine). Some people want only an upscale magazine, or a regional, or a very small one, and on and on.

We saw this in the 1984 sales: Although there was a lot of public talk about the potential buyers, in the end only a handful put in serious bids for each property.

- *Get a higher price by selling piecemeal.* It is very often true that, if you have a group of magazines, you can get a higher total price by selling them piecemeal, rather than all together.

Split into two groups

In the 1984 sales, the Ziff-Davis magazines were split into two groups: business and consumer. Of the Whitney magazines, *Interior Design* and *Corporate Design* went to Cahners; *Art in America* went to Peter Brandt; and the remaining magazines have not yet been sold. The *Design* magazines actually sold for a higher price than some bidders were offering for the entire company. And a number of the bidders, had they been successful, would have sold some of the other properties after buying them.

In the Whitney case, the group I was working with valued the company as a whole and each property individually. For Ziff-Davis, another group did it three ways: the total company, the consumer and business properties separately, and each magazine individually. The finer we did it, the higher the total price became.

- *You can determine price from outside.* Publishing is a very public business. Even when the inner secrets are not revealed, if you know the business well, you can determine how well properties are doing by constructing their operating statements from the outside.

Consider that you can read the magazine to determine how good its editorial material is. You can count the advertising pages and—because generally the rate card is adhered to—you can estimate advertising income. Most magazines have their circulations audited. Costs are known for each item in the business. And *voila!* You can estimate the profits.

Take *U.S. News* as an example. When the concept of a sale first became public, I constructed a profit and loss statement from the public information and determined what I thought the magazine should sell for (when one of the many interested newspaper reporters asked about it). Later, when I was helping one of the contenders and had an opportunity to see all the real figures, I found that my opinion did not change—and indeed, that I had reached a value that was about the same as I believe was paid by Mort Zuckerman.

Until recently most magazine sales have been very private transactions. Consider that magazine publishing is a small business and we all know one another. Many sales are made directly between two principals who may know each other well from industry and association functions. In a number of other instances, either I or some of the other "outsiders" who are active in the field have been involved.

The sales of *Learning, Darkroom Photography, Coun-*

try Journal, *Saturday Review*, *Gourmet* and *New Woman* were typical of the normal way things work in the business: They were all arranged privately.

But as I said at the beginning, 1984 was unusual. Not only were many sales public, but for the first time in recent years, the auction method of sale, conducted by some of the most prestigious Wall Street firms, was used—not once, but in a number of cases.

1984 was also very unusual because so many companies were announcing that they were for sale. More typically, buyers have to dig up the properties they think they want, and then approach the owners. In such instances, the owners will not have given the subject much serious thought—much less have announced intention to sell!

I was fortunate enough to be helping one of the potential buyers in the auction-type sales of Ziff-Davis, *U.S. News*, Whitney and Billboard. Although each case was different (and, unfortunately, none of those I helped was the eventual buyer), the general process that was followed went something like this.

First, a Wall Street firm briefly wrote up the property and sent the description to all the logical prospects they and the owner felt should be contacted. These prospects included individuals, large companies, foreign publishers, and possibly others. The write-ups ran from 40 to over 100 pages. The quality of some was not very high because of the financial firm's lack of understanding of the magazine business. Overall, however, they were good enough to enable someone who understood the industry to reach some preliminary conclusions.

Second, based on this write-up, the potential buyers were asked to submit bids (in two of the cases) by a certain date about two or three months away. After that, the financial firm and the seller determined which candidates would be eligible to receive really detailed information and to meet with the key people in the seller's company. I was not privy to the criteria used to make this judgment, but it probably included such things as price, ability to pay, compatibility of the operations and the people, and the like.

Third, each bidder then submitted lists of additional material he wanted, which was considerable. The financial firm accumulated all the data asked for by any of the potential buyers and gave copies to everyone who made the finals. (They should have included filing cabinets, there was so much.) We found, incidentally, that nothing asked for was not answered—and usually was answered very thoroughly.

Finally, after these initial procedures, we were given the opportunity to discuss the operations, plans, and so on with the key people in the company. They were very cooperative. Then another deadline was set for submitting final bids. These could be either for the entire operation or just for parts. An outline of the method of purchase was also submitted by the prospective buyer to the seller.

Shortly thereafter, the seller, presumably with the help of the financial firm, announced the winner.

In two cases (Ziff-Davis and Billboard) the two-step-bid approach was not used. The serious candidates were allowed access to further information and to the key people in the organization—and submitted just one bid.

Does the auction method serve the purpose?

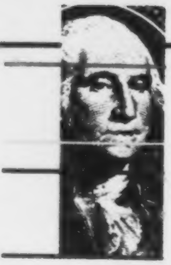
Critiquing this method of selling magazines, I have to conclude that, as with most things in life, there are times when it works well, and times when it does not. For Ziff-Davis, it seemed to work well. Because of the peculiar situation of *U.S. News*, the profit-sharing trust, etc., it may have been the only way. I am not sure that Whitney could not have done the transactions just as well by themselves. It does not seem to have helped Billboard, which could have sold to the employees in any case.

> **"There are hundreds of people in the market to buy magazine properties. But when any one magazine becomes available, there are only a handful of contenders. The reason, of course, is the field the magazine serves."**

[redacted]

I think there are considerations on both sides that should be kept in mind when comparing this type of process and the private sale:

- The auction sale takes place within a reasonable period of time, whereas the private sale often gets tangled up in haggling that can seem to go on forever.
- In an auction, the time of the organization's key people is completely absorbed with dealing with prospective buyers—to the point where normal operations no longer exist. How much this can hurt operations depends on the given situation. There was some feeling that *U.S. News* lost ad pages because of all the publicity.
- Employees at the company for sale have to be in an emotional abyss while the investigation is being made, since they have no idea who will win. They have to feel that the decision will be made on price rather than on the fit



of the organizations, which is often a major factor in private sales.

- Many prospective purchasers in an auction spend lots of time and money investigating whether they should buy and how much they should pay. They probably look at companies that they really should not have considered. On the other hand, a more casual approach often makes it too easy to ignore a potential opportunity.
- There must be a considerable cost to the seller for the Wall Street firm's service.

Analyzing specific sales

Let's see if we can analyze each of the sales from the information publicly available. Please understand that the published prices paid are not always completely accurate, the revenues and profits reported invariably require adjustment when you actually get into the operations, and many other factors come into play. Thus, conclusions are subject to considerable refinement.

I have also related the prices to 1983 profits. It is probable that 1984 figures will be somewhat better and that some of the buyers may have borne this in mind. So although the ratios I have developed are probably somewhat off the mark, they should not be too far from the actuals.

Working capital normally included

Prices of magazines normally are determined assuming that working capital necessary to carry on operations is included among the assets sold. In some cases under consideration, the buyer had to provide working capital in addition to the price paid. This has been added in determining the price:earnings ratios. In other cases, there were considerable assets in addition to the magazines and the necessary working capital. In these cases, these assets were deducted from the total paid in order to determine the price:earnings ratios.

Ziff-Davis consumer magazines to CBS

Price	$362.5 million
Estimated working capital needed	10.0
Total price	372.5
Revenue (1983)	140.0
Operating profit before taxes (1983)	30.0
Price:earnings ratio before taxes	12.4 times

This is the largest and most successful special interest group of publications in the country. The company has been superbly run, with profits for the group of more than 20 percent. The magazines (except for *Modern Bride*) all appeal to men and are sold in combination to advertisers, as well as individually. Almost all are the leaders in their fields.

All the magazines are mature and have no great growth prospects other than that obtained by higher prices and slowly increasing circulation and advertising. Some of the fields covered are temporarily depressed and may develop much larger advertising in the near future.

Ziff-Davis business magazines to Rupert Murdoch

Price	$350.0 million
Estimated working capital needed	5.0
Total price	355.0
Revenue (1983)	86.0
Profits before taxes (1983)	30.0
Price:earnings ratio before taxes	11.8 times

This group of magazines and other properties consists of publications covering two fields—travel and meetings and aviation. The business is superbly run. Profits are more than 30 percent of revenue. There is a virtual monopoly in both of the fields. While the aviation field is mature, travel is expected to continue to grow.

***U.S. News & World Report* to Mort Zuckerman**

Price	$100.0 million
Revenue (1983)	127.0
Operating profits before taxes (1983)	2.0
Price:earnings ratio before taxes	50.0 times

U.S. News was sold in conjunction with the sale of some Washington real estate and a computerized typesetting company. The total price was $160 million. The value assigned to the magazine is my estimate, which may be incorrect.

There were several problems for prospective buyers. The company owned only half the real estate, which had not yet been developed. Mr. Zuckerman owned the other half and was very familiar with its worth.

A contingent liability also existed in the form of a lawsuit that had been brought by employees who had retired in prior years. For many years, most of the stock was owned by the profit sharing trust. In the past when employees retired, they were paid for their shares at a price that was just a fraction of what the company was eventually sold for. In a class action suit the retired employees are claiming that they should have received a great deal more than they did. It is all very complicated and will undoubtedly be fully covered by the press in coming months. The amount involved in the suit could be many millions. This could add a lot to the price. (For more on this aspect of the sale see FOLIO:, January 1985, page 15.)

Editorially, the magazine is good and has a different slant than either *Time* or *Newsweek*. It has less circulation than either of the others and its advertising is also much lower. It appears that advertising can be increased and some costs reduced. The glamour factor seems to enter the equation in a big way here.

The New Yorker to Si Newhouse

Price	$ 25.5 million for 17%
Price for entire company	150.0
Revenue (1983)	75.0
Operating profit before taxes	8.3
Price:earnings ratio	18.3 times

The New Yorker's principal product is, of course, *The New Yorker* magazine, although it also owns *Horticulture* and a printing company in Colorado. *The New Yorker* is, of course, highly profitable, but in the mature era of its life cycle.

Magazine values are normally determined as if the property is sold with the assets necessary to carry it on. Excess assets are added to the price. *The New Yorker*'s balance sheet includes some $24 million of cash and securities that are excess. Deducting this from the values shown in the chart would reduce the price:earnings ratio to 15.2 times.

Interior Design and *Corporate Design* to Cahners

Price	$25.0 million
Estimated working capital needed	.7
Total price	25.7
Revenue (1983)	13.0
Operating profit before taxes (1983)	3.7
Price:earnings ratio before taxes	6.9 times

Interior Design is a highly profitable business paper in a mature stage of its life cycle. *Corporate Design* is a by-product magazine that, at the time of the sale, had not yet gotten into the profit mode.

Art in America to Peter Brandt

Price	$5.0 million
Estimated working capital needed	.3
Total price	5.3
Revenue (1983)	4.5
Operating profit before taxes (1983)	.55
Price:earning ratio before taxes	9.6 times

Art in America is a magazine for those interested in fine art. The magazine is in the mature stage of its life cycle.

Gourmet to Conde Nast

Price	$24.0 million
Revenue 1983 (estimated)	19.0
Operating profit before taxes 1983 (estimated)	1.5
Price:earnings ratio before taxes	16.0 times

Although the estimated price paid for *Gourmet* was public, no figures were given for revenues and profits. The estimates here may be somewhat inaccurate. *Gourmet* is in the mature stage of its life cycle and has a number of relatively new competitors

New Woman to Rupert Murdoch

Price	$20 million
Revenue 1983 (estimated)	17.5
Operating profit before taxes 1983 (estimated)	2.0
Price:earnings ratio before taxes	10.0 times

Although the estimated price paid for *New Woman* was public, no figures were given for revenues and profits. The estimates here may be somewhat inaccurate. *New Woman* is a relatively new entrant in the women's magazine arena.

Anatomy of the Ziff-Davis transaction

The sale of the Ziff-Davis properties involved so many magazines, so much money and so high a multiple that it is worth a closer look.

The company had been highly profitable and was very well run. (For more on this aspect, see FOLIO:, March 1985, page 20.) Furthermore, this was not one business, but 13. There were 11 consumer magazines in different fields (*Boating* and *Yachting* in one field) and a number of business properties in two fields. It was important to understand the place of each of the properties in its life cycle—and the future of the field itself. This made an intelligent study very difficult to carry out.

The Consumer Division: Efficiency and organization

The Ziff-Davis Consumer Publications Division may have been the best organized publishing operation in any major company. The magazines have similar characteristics: Each is devoted to particular groups of people, primarily men, who have deep interests in specific subjects.

Because of this, systems were in place for publishing the magazines as efficiently as possible. This does not mean that each individual magazine could do without highly skilled and creative editors and advertising people, but everything else was very well systematized. (The only exception to this was *Modern Bride*, but even here some advantage could be taken of the systems that were in place.)

Following is a capsule look at each of the properties showing the revenue, circulation, advertising pages and advertising and circulation prices—all for 1979 and 1983 or 1984 to indicate the trends—for the Ziff-Davis magazines and their principal competitors. The data have been taken from The Folio:400 and do not agree with the figures on the accounting records of the magazines.

Ziff-Davis consumer magazines

Car & Driver

Car & Driver is edited for automobile enthusiasts, owners and potential owners of a wide range of cars, trucks and automotive accessories.

After four years of sales that were at best flat, the automotive market is coming back. Sales in 1983 were above those in 1982, and 1984 sales were expected to be higher still, with a forecast for the first "10 million" car year since 1979. Expectations were that 10.5 million cars would be sold (against 9.2 million in 1983).

Predictions for the future of the automotive industry are guardedly optimistic, with projections of 10.6 million new car sales in 1985 and 11.1 million in 1990.

CAR AND DRIVER
Toyota MR2

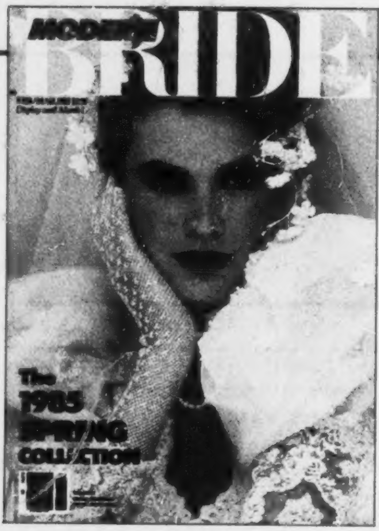
The automotive market

	1979	1980	1981	1982	1983	1984
Number of car-owning households (millions)	63.0	62.5	63.7	67.3	63.0	NA
Number of adults with driver's license (millions)	132.0	126.5	133.2	136.4	138.2	NA
Total new car sales (millions of units)	10.6	9.0	8.5	8.0	9.2	10.5
Percent of total that are imports	22.7%	28.2%	28.8%	29.3%	27.5%	25.0%

(Statistics compiled by Simmons Market Research Bureau, *Ward's Automotive Yearbook*.)

Automotive magazines

		Car & Driver	*Road & Track*	*Motor Trend*
Publisher		Ziff-Davis	CBS	Petersen
Established		1955	1947	1949
Frequency		12	12	12
Ad rate 1 time 4C	1984	$35,410	$27,005	$28,200
	1979	19,395	14,330	18,000
Rate per thousand	1984	$44.26	$37.09	$36.62
	1979	26.79	24.33	23.75
Ad pages	1983	1,051	1,208	787
	1979	888	1,085	540
Ad revenue (000)	1983	$22,933	$20,785	$16,132
	1979	11,328	8,833	7,897
Circulation (000)	1984	800	728	770
	1979	724	589	758
Subscription price	1984	$14.98	$17.94	$11.94
	1979	11.95	13.98	9.00
Single-copy price	1984	$2.25	$2.00	$1.75
	1979	1.25	1.50	1.25
Circulation revenue (000)	1983	$10,063	$11,146	$8,794
	1979	6,909	9,393	7,212
Folio: rank	1983	63	67	86
	1979	73	74	86



Modern Bride

This magazine is the bride-to-be's guide to planning her wedding, honeymoon and first home or apartment.

American Bride creates wedding gown advertisements for *Modern Bride*, arranging co-op store listings for gown manufacturers.

In 1982 and 1983, the number of marriages occurring in the United States was nearly 2.5 million—an all-time high and 16 percent more than occurred in 1975. Two-thirds of the total marriages, 1.6 million, involved young women getting married for the first time. First-time brides and their husbands account for eight out of 10 new household formations today.

The fact that brides need to buy so much for their weddings and for their new homes makes them much more likely prospects for a whole variety of products (furniture, electric ranges, luggage and so on) than their 3 percent proportion of total households would indicate.

Despite a forecast for a dip in the number of marriages throughout the rest of the decade, the changed nature of the bridal market—more mature, affluent and assuming larger responsibilities—ensures that it will sustain the rate of economic growth it has experienced in recent years.

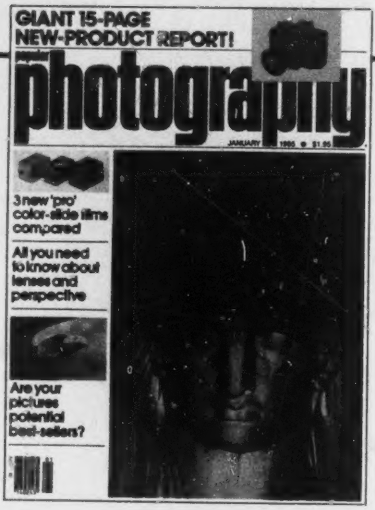
The bridal market

	1979	1980	1981	1982	1983
Number of brides (millions)	2.3	2.4	2.4	2.5	2.4
First-time brides (millions)	1.6	1.6	1.6	1.7	1.6
First-time brides (as a % of all brides)	68	67	66	66	65
Marriage rate (per 1,000 population)	10.4	10.6	10.6	10.8	10.5

(Statistics compiled by the National Center for Health Statistics, Ziff-Davis Research Dept.)

Bridal magazines

		Modern Bride	*Brides*
Publisher		Ziff-Davis	Conde Nast
Established		1949	1934
Frequency		6	6
Ad rate 1 time 4C	1984	$17,790	$18,360
	1979	11,310	11,200
Rate per thousand	1984	$53.58	$50.86
	1979	39.96	36.60
Ad pages	1983	1,540	1,841
	1979	1,215	1,298
Ad revenue (000)	1983	$16,132	$19,429
	1979	8,797	6,250
Circulation (000)	1984	361	361
	1979	283	306
Subscription price	1984	$15.00	$12.00
	1979	12.00	8.00
Single-copy price	1984	$3.50	$3.50
	1979	2.00	2.00
Circulation revenue (000)	1983	$5,986	$6,478
	1979	3,253	3,487
Folio: rank	1983	95	81
	1979	121	148


GIANT 15-PAGE
NEW-PRODUCT REPORT!
popular
photography
3 new 'pro' color-slide films compared
All you need to know about lenses and perspective
Are your pictures potential best-sellers?

Popular Photography

This magazine serves everyone, from beginner to professional, who wants to know more about photography.

This problem market is dominated by Japanese manufacturers who believe that cameras can be made into mass market products here. Overproduction and consequent oversupply have led to inventory glut. Advertising dollars are being diverted from enthusiast media into mass media in an effort to generate mass product sales, with mixed results.

The photographic market is already seeing an increase in the number of buyers as people take advantage of the lower prices generated by the gray market. This increase in the number of camera users has created an increase in expenditures for film and photo-finishing services. It should also stimulate demand for accessories and more sophisticated cameras.

Another marketing opportunity exists in video, both in the increasing use of video cameras (which *Popular Photography* is covering in its new video section) and in the emerging applications of electronic imaging to 35mm photography.

The 35mm camera market

	1979	1981	1982	1983
Number of 35mm cameras shipped to market (millions)	3.5	4.3	5.5	6.3
35mm SLR (Single lens reflex—millions)	2.2	3.1	3.4	3.3
Other 35mm (millions)	1.3	1.3	2.1	3.0
Dollar expenditures for 35mm cameras (millions)	$705	$710	$798	$802
35mm SLR (millions)	550	573	615	578
Other 35mm (millions)	155	137	183	223
Total photographic sales (billions)	$7.1	$7.9	$8.2	$8.5
All equipment	$2.4	$2.5	$2.5	$2.3
Materials	2.5	2.9	2.9	3.2
Photofinishing	2.2	2.5	2.7	3.0

(Statistics compiled by Ian D. Robinson Assoc.)

Camera magazines

		Popular Photography	*Modern Photography*	*American Photographer*	*Petersen's Photographic*
Publisher		Ziff-Davis	ABC	CBS	Petersen
Established		1937	1937	1978	1972
Frequency		12	12	12	12
Ad rate 1 time 4C	1984	$44,440	$37,600	$14,675	$11,070
	1979	27,050	21,165	4,800	7,370
Rate per thousand	1984	$49.00	$55.38	$55.38	$39.68
	1979	32.67	34.70	27.91	27.00
Ad pages	1983	1,337	1,302	613	460
	1979	1,868	1,489	320	599
Ad revenue (000)	1983	$28,793	$13,543	$4,569	$3,931
	1979	24,395	10,155	960	3,595
Circulation (000)	1984	907	679	265	279
	1979	828	610	172	271
Subscription price	1984	$13.97	$13.98	$19.90	$11.94
	1979	13.98	9.00	18.00	9.00
Single-copy price	1984	$1.75	$1.95	$2.25	$1.50
	1979	1.50	1.25	2.00	1.50
Circulation revenue (000)	1983	$8,679	$8,945	$3,904	$2,631
	1979	8,185	6,528	2,615	2,841
Folio: rank	1983	55	93	250	297
	1979	41	79	333	209

Stereo Review

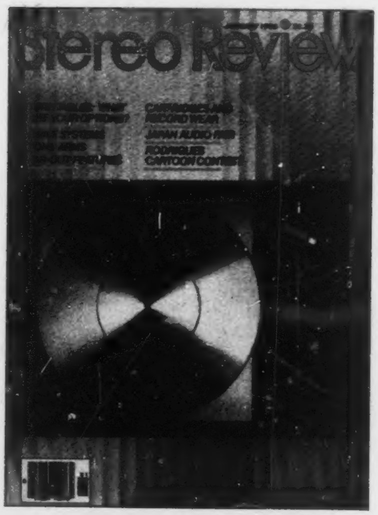
Stereo Review is edited for the stereo equipment enthusiast and for music lovers who wish to increase their listening enjoyment.

The audio market is dominated by Japanese manufacturers who believe these products can be made into mass market products here. Overproduction and consequent oversupply have led to inventory glut.

Technological developments such as "one-brand" audio systems have been directed at simplifying products in order to gain mass acceptance.

Advertising dollars are being diverted from enthusiast media into mass media in an effort to generate mass product sales, with mixed results.

While one-brand systems are cannibalizing component sales, "high end" one-brand systems represent a new marketing opportunity and a new advertising opportunity for audio enthusiast magazines. Additionally, the emerging audio-video technology is expected to create an explosion in the purchasing of these products by the sound enthusiasts to whom the audio magazines cater.



The audio market

	1979	1980	1981	1982	1983
Total factory sales (millions)	$4,288	$4,996	$4,754	$4,136	NA
Components	$1,178	$1,424	$1,363	$1,181	1,268
Audio systems	748	801	720	573	NA
Portable tape equipment	1,739	1,403	1,157	971	NA
Car stereo	623	1,368	1,514	1,411	1,470

(Statistics compiled by Electronic Industries Assoc.)

Audio magazines

		Stereo Review	*High Fidelity*	*Audio*
Publisher		Ziff-Davis	ABC	CBS
Established		1958	1951	1947
Frequency		12	12	12
Ad rate 1 time 4C	1984	$31,740	$17,110	$9,820
	1979	17,805	12,995	4,700
Rate per thousand	1984	$57.29	$44.56	$65.03
	1979	33.85	35.31	40.17
Ad pages	1983	604	378	733
	1979	940	847	1010
Ad revenue (000)	1983	$13,061	$5,283	$3,214
	1979	13,198	7,123	2,618
Circulation (000)	1984	554	384	151
	1979	526	368	117
Subscription price	1984	$9.98	$13.95	$17.94
	1979	7.98	11.95	12.00
Single-copy price	1984	$1.75	$1.95	$2.00
	1979	1.00	1.50	1.25
Circulation revenue (000)	1983	$4,315	$4,831	$1,919
	1979	3,559	3,408	1,273
Folio: rank	1983	122	208	350
	1979	78	138	303

Yachting

For pleasure-boat enthusiasts—men, women and children. The magazine places equal emphasis on the interests of both the sail and powerboat owner. For the informed powerboat and power-oriented yachting enthusiast, saltwater or freshwater, who owns a boat or is about to buy one.

Hard hit by the recession of the early 1980s, the marine market is now rebounding. 1983 saw a sharp increase in boat sales and in the total dollars spent on recreational boating; this trend is expected to be even more pronounced in 1984.

Yachting
SAILS

Other magazine products

In addition to the 11 consumer magazines, Ziff-Davis published a number of special interest annuals and consumer products in these same fields.

(*Other magazines sold to CBS not analyzed here include* The Runner, Skiing, Flying, Cycle, Boating, Backpacker.)

The marine market

	1979	1980	1981	1982	1983	1984
Powerboating participation Total in past 12 months (millions)	12.6	10.5	10.5	11.7	10.2	NA
Sailing participation Total in past 12 months (millions)	5.9	5.2	5.2	5.3	5.2	NA
Boat sales Total (000)	$503.0	$431.3	$421.2	$356.7	$410.3	$600.0
Power	$431.1	$358.2	$344.1	$303.3	$366.6	NA
Sail	71.9	73.1	77.1	53.4	43.7	NA
Total dollars spent on recreational boating (billions)	$7.5	$7.4	$8.3	$8.1	$9.4	NA

(Statistics compiled by Simmons Market Research Bureau, National Marine Manufacturers Assoc.)

Marine magazines

		Yachting	*Sail*	*Cruising World*
Publisher		Ziff-Davis	Meredith	N.Y. Times
Established		1907	1970	1974
Frequency		12	12	12
Ad rate 1 time 4C	1984	$9,375	$8,995	$5,420
	1979	5,725	6,080	NA
Rate per thousand	1984	$62.09	$51.40	$47.96
	1979	37.91	35.14	29.41
Ad pages	1984	1,800	1,415	1,687
	1979	2,275	1,549	NA
Ad revenue (000)	1983	$7,906	$8,361	$3,585
	1979	5,966	4,311	NA
Circulation (000)	1984	151	175	113
	1979	151	173	85
Subscription price	1984	$18.00	$21.75	$18.00
	1979	12.00	15.00	12.00
Single-copy price	1984	$2.25	NA	$2.50
	1979	2.00	2.00	1.50
Circulation revenue (000)	1983	$3,062	$4,185	$2,343
	1979	2,647	3,135	NA
Folio: rank	1983	196	162	321
	1979	167	184	NA

Ziff-Davis business magazines

The travel market

Travel agents account for between 70 percent and 80 percent of all airline tickets sold, and virtually all cruise-line bookings. They also account for a substantial share of all car rentals.

Although travel agents still account for a relatively small proportion of hotel bookings, the dollar volume of agents' bookings has increased dramatically since 1970, going from $600 million to $4.3 billion in 1983.

Indications are that the travel agency market will continue its pattern of growth in both absolute size and relative importance in the travel market.

Hotel and Travel Index

This publication is a hotel directory used by travel agents, tour operators, corporate travel planners, and hotel and airlines reservations desks for help in recommending/selecting accommodations and travel related services for individuals and groups, for business or pleasure travel.

Travel Weekly's
World Travel Directory 1984
The international symbol for trying harder.
INDEX
45
NEXT TIME RAMADA

The travel agency market

	1974	1976	1978	1981	1983
Number of agencies	10,260	12,240	14,804	19,203	22,633
Dollar volume of business (billions)	$11.0	$14.9	$19.4	$31.0	$43.7
Average dollars per agency (millions)	$1.1	$1.2	$1.3	$1.6	$1.9

(Statistics compiled by the Louis Harris Study of the United States' travel agency market.)

Travel agency magazines

		Travel Weekly	*Travel Agent*	*ASTA Travel News*	*Travel Trade*
Publisher		Ziff-Davis	Fairchild	ASTA	Travel Trade
Established		1958	1929	1931	1929
Frequency		104	104	12	104
Ad rate 1 time 4C	1984	$[illegible],750	$3,270	$2,965	$2,925-3,500
	1979	3,795	2,085	1,965	2,045-2,430
Advertising pages	1983	5,706	8,151	NA	NA
	1979	5,516	7,384	NA	7,000
Circulation (000)	1984	40.1	29.7	19.5	26.0
	1979	37.0	30.0	17.0	21.2
Subscription price	1984	$16.00	$9.00	$10.00	$8.00
	1979	9.00	5.00	10.00	5.00
Folio: rank	1984	NA	172	NA	NA
	1979	126	188	NA	192

World Travel Directory

(Directory of travel agents)

Established	1969
Frequency	1
Ad rate 1 time 4C	$3,485
Circulation (000)	8.5
Circulation price	$75
Ad pages 1984	26
1981	95

Travel Weekly

For those in the retail and wholesale industries engaged in the sale or promotion of travel and related services and their suppliers.

Official Hotel & Resort Guide

This is an accommodations directory edited for travel agencies, tour operators, motor clubs, airlines, corporate travel departments and convention planners.

Established		1963
Frequency		1
Ad rate 1 time 4C	1984	$9,010
	1979	4,520
Circulation (000)	1984	21.0
	1979	13.1
Per-copy price	1984	$215
	1979	155

The meetings market

The Ziff-Davis Business Publications Division serves two types of meeting planners: corporate meeting planners and association meeting planners. Associations account for the majority of the dollars spent.

Meetings & Conventions

Serves the field of meetings, seminars, conferences, exhibits and conventions. "Incentive World," included in each issue, is devoted to incentive travel.

MEETINGS & CONVENTIONS
ATHLETIC APPEAL
WHAT DO YOU DO WHEN THEY WON'T PLAY BALL?
Official Meeting Facilities Guide

The meetings market

	1979	1981	1983
Number of meetings (thousands)			
Total	1082	1204	1248
Corporate	877	1010	1020
Association	205	194	228
Dollar expenditures (billions)			
Total	$16.8	$24.8	$27.8
Corporate	5.7	8.5	9.1
Association	11.1	16.3	18.7
Dollars per meeting (thousands)			
Total	$15,500	$20,600	$22,300
Corporate	6,500	8,400	8,900
Association	53,700	84,000	82,000

(Statistics compiled by *Meetings & Conventions* meeting market survey, projected to total United States' market.)

Meetings magazines

		Meetings & Conventions	*Meeting News*	*Successful Meetings*
Publisher		Ziff-Davis	Gralla	Bill
Established		1966	1976	1952
Frequency		12	12	12
Ad rate-1 time 4C	1984	$9,600	$7,050	$7,510
	1979	5,510	3,550	4,615
Ad pages	1983	1,784	1,693	1,190
	1979	1,559		1,154
Circulation (000)	1984	78.1	70.5	77.0
	1979	73.6	56.6	70.4
Folio: rank	1984	173	244	332
	1979	232	NA	311

Official Meeting Facilities Guide

For corporation, association and travel agency executives responsible for business meetings, convention and/or incentive travel site selection and transportation planning.

Established		1974
Frequency		2
Ad rate 1 time 4C	1984	$4,940
	1979	13.7
Circulation (000)	1984	15.9
	1979	13.7
Ad pages	1983	1,636
	1981	1,568
Circulation prce	1984	30
	1979	15

The aviation/ aerospace market

The Ziff-Davis Business Publications Division serves three segments of the aviation and aerospace market.

1. Users and suppliers of equipment and support services for business and corporate aircraft. There are approximately 20 aircraft manufacturers and six to 10 major avionics manufacturers serving this market. The corporate/business aviation fleet has about 60,000 aircraft.
2. Buyers and sellers of used aircraft.
3. Operators and suppliers in the air transport industry and suppliers to the military and aerospace markets.

Aviation Daily

Subscribers		About 3,000
Price	1984	$795
	1983	$750
	1982	$680

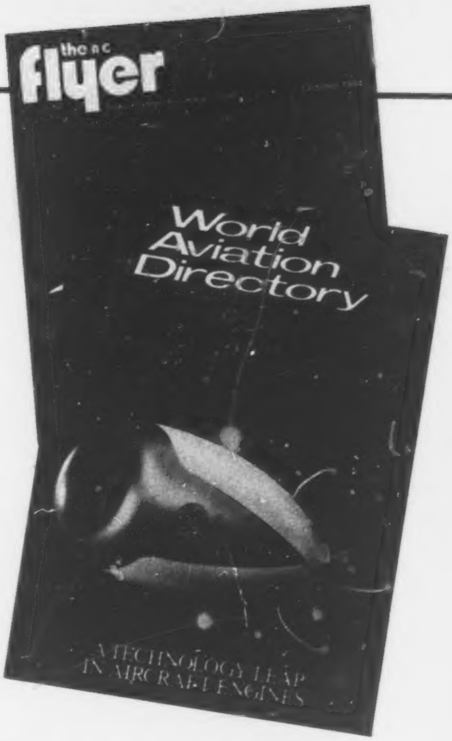
Aerospace Daily

Subscribers		About 3,000
Price	1984	$829
	1983	$750
	1982	$680

World Aviation Directory

The standard reference directory of people, products and companies in the aviation/aerospace industry worldwide.

Established		1940
Frequency		2
Ad rate 1 time B/W	1984	$3,100
	1979	1,780
Circulation (000)	1984	13.5
	1979	11.1
Price	1984	$150 (two issues)
	1979	$50 (one issue)
Ad pages	1983	776
	1981	628



A/C Flyer

- Index of aircraft listed for sale.
- Maintenance Directory lists service centers.
- FBO Facilities Directory lists FBOs.

Established		1972
Frequency		12
Ad rate 1 time 4C	1984	$3,700
Circulation (000)	1984	81.1
Ad pages	1983	695
	1981	713

Business aviation magazines

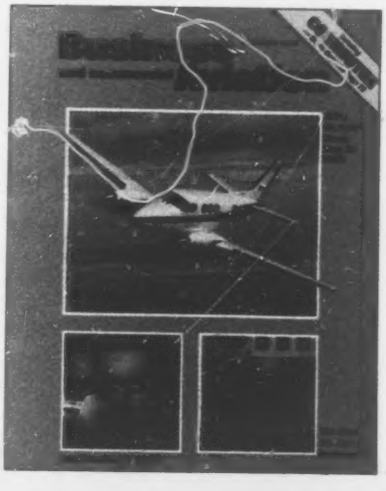
		Business & Commercial Aviation	*Aviation Convention News*	*Professional Pilot*
Publisher		Ziff-Davis	Convention News	Queensmith
Established		1958	1972	1966
Frequency		12	6	12
Ad rate 1 time 4C	1984	$13,355	$5,350	$6,500
	1979	6,750	3,045	3,800
Circulation (000)	1984	51.7	25.0	34.5
	1979	50.4	14.2	30.6
Ad pages	1984	1,128	NA	NA
	1979	1,039	NA	NA
Folio: rank	1984	256	NA	NA
	1979	241	NA	NA

Business Aviation

Subscribers	About 2,000
Price	$210
Issues	52

Business and Commercial Aviation

For those who own and/or are responsible for management, operation and maintenance of business type aircraft (including commuters and helicopters).



C3935-1

Folio:

MAY 1985 · [illegible] THE MAGAZINE FOR MAGAZINE MANAGEMENT · PART I OF II

Chuck McCullagh of *New Shelter* · Allen Hammond of *Science 85* · Gerard Byrne of *Crain's New York Business*

Crain's New York Business

12 who did it reveal

Lessons learned from launches

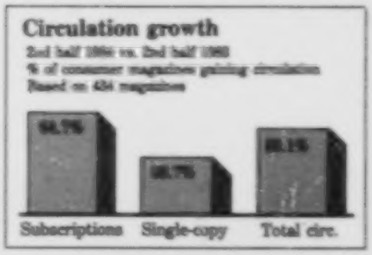
Some successful and not-so-successful founders of new magazines talk candidly about what they did right and what they wish they could do over. **88**

No shortage of editorial ideas

Where do you find those elusive ideas you need month after month, issue after issue? Consultant Peter Jacobi explores the creative process. **112**

60% of consumer magazines post circulation increases

Single-copy sales declined in the second half of 1984, but healthy subscriptions buoyed circulation totals, ABC Fas-Fax reveals. **23**



FOLIO: to Murdoch—'What's next?'

Rupert Murdoch is already looking for extensions to his newly acquired business magazine properties, but stresses interest in whole communications spectrum. **85**

New PMG Carlin tight-lipped on rates

Paul N. Carlin is said to be a good manager and delegator, astute in government relations, but he reveals little about how he'll meet the rate pressures facing him. **77**

May 1985

New catalog tie-ins bring profits to magazines 23

Although catalogs have been blamed for a host of ills, from the paper crunch to the postal glut, magazines are learning to live profitably with them.

Lifestyle research for business magazines 24

Specialized business magazines could step up their advertising sales by investing in psychographic or "values and lifestyle" research, consultant claims.

Advertisers ignore SWOP standards, printer claims 30

Seventy-five percent of materials received don't meet the industry standards, says United Color executive. Inadequate undercolor removal most common problem.

Neal Awards: *Modern Jeweler* takes top edit honors 40

Seventy-two editors, writers and art directors honored at this year's prestigious Neal Awards for best business magazine editorial. *Modern Jeweler* wins two awards.

Can new owners make *Saturday Review* profitable? 78

Some people think *SR*, which lost $30 million within 15 years, can't make it, but two new owners vow TLC, pop culture coverage, will bring magazine back.

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Ziff-Davis sells three more magazines—this time to Lakewood. 55

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UPDATE

60% of consumer magazines post circulation increases

Single-copy declines continue, but healthy subscriptions buoy circulation totals

Schaumburg, Ill.—Sixty percent of the 434 U.S. consumer magazines reporting to the Audit Bureau of Circulations for the second half of 1984 reported overall circulation gains as compared with the same period in 1983, a FOLIO: analysis of ABC's Fas-Fax report shows.

Subscription gains were posted by 64.7 percent, but over half (52.8 percent) had single-copy sales declines. (See "Single-copy slump discussed," FOLIO:, page 20, February 1985.) Categories showing substantial single-copy sales losses, as a whole, included general interest magazines, newsweeklies and regionals—although regionals showed healthy gains in total circulation. Many special interest magazines, however, fared well on the newsstand during the second half.

The leader among the top 10 gainers in overall circulation, in terms of percentage increases, was *Sylvia Porter's Personal Finance Magazine*. The magazine, which was launched in late 1983, showed a 198.8 percent increase for a total paid circulation of 338,518. Among the other top circulation gainers were *Compute!'s Gazette* (+ 133.1 percent), *Sun* (+ 98.7 percent), *Family Computing* (+ 87.5 percent), *Inside Sports* (+ 71.6 percent), *Denver Magazine* (+ 52.5 percent), *Circus* (+ 50 percent), *Pro Bass* (+ 47.2 percent), *Video Review* (+ 41.9 percent) and *Fins and Feathers* (+ 41.6 percent).

Magazines that had among the largest decreases in overall circulation, in terms of percentages, were *Tiger Beat* (– 38.0 percent), *Microcomputing (– 33.8 percent), Lady's Circle* (– 33.0 percent), *Gambling Times* (– 31.8 percent), *Electronic Games* (– 30.2 percent), *Nashville!* (– 27.9 percent), *Isaac Asimov's Science Fiction* magazine (– 27.0 percent), *Newsweek International*, Asia edition (– 25.6 percent), *80 Micro* (– 22.4 percent) and *San Francisco* magazine (– 22.2 percent).

As a group, national business magazines did quite well in overall cir-

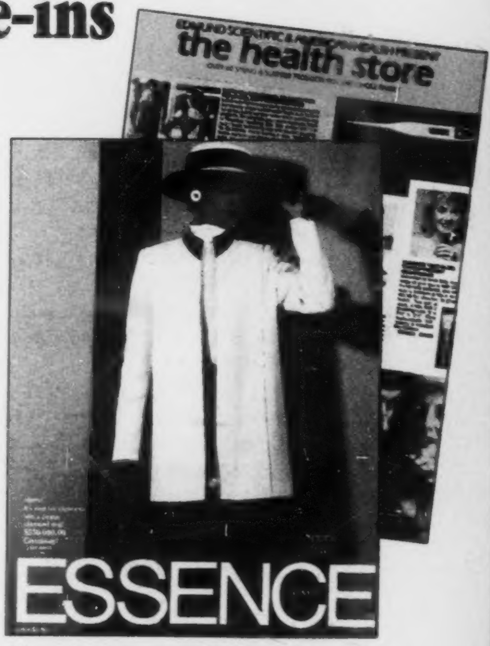
CONTINUED ON PAGE 26

New catalog tie-ins

Joint ventures with catalogers bring profits to *Essence* and *American Health*

New York City—Although catalogs have been blamed for a host of ills, from the paper crunch to the postal glut, magazines are gradually learning to live with their feisty second cousins—and even to like them. Many magazines accept catalog advertising and carry catalog inserts, but a few are cooperating with catalogers on extended joint ventures, where each shares the costs and profits.

One happy union is that of *Essence* and mammoth cataloger Hanover House. The two have struck up a 50/50 partnership to create and market a catalog aimed at upscale black



Magazines are cashing in on new co-op ventures with catalogers.

the media buyer to the account executive and creative staff.

James Hoefer, publisher of *Fortune*, says his magazine's preliminary work with lifestyle and values research, done in the early seventies, did not prove to be a strong selling tool. "We found it interesting," he reported, "but it did not discriminate among the business magazines." He also thinks media departments are not very receptive to the idea. While that kind of research "might reflect the tone of the audience," he admits, "media directors don't want to base decisions on it."

Gail Clyma, *Fortune*'s director of market research, concurs. She believes that, in any case, such systems as VALS already have a lot of demography built in and that research along those lines does not differentiate enough among readers of *Fortune*. She notes that one quarter of the adult population in the United States falls into the "achiever" lifestyle category and that, among those, only about 1 percent are *Fortune* readers. Furthermore, she doesn't feel that psychographic research can tell them much about their readers that they don't already know. Also, she believes, trade publications (depending on their field) could have similar problems using such research to differentiate among readers.

"Numbers don't live and breathe," contends Gordon. "People profiles have sex appeal for copywriters and art directors. And getting the creative community interested in your publication can result in better ad schedules.

"We need to realize we're dealing with people, not companies," Gordon said. "We need to promote the business consumer's chemistry and find out how our readers run their departments."□

CONTINUED FROM PAGE 23

National business magazines had big circulation gains

culation. In addition to *Sylvia Porter's Personal Finance Magazine*, *Inc.* showed a healthy increase of 22.4 percent, *Financial World* posted a 12.4 percent gain, *Venture* magazine had a 9.9 percent hike and *Money* revealed a circulation gain of 9.6 percent. Smaller percentage increases were logged by *Fortune* (+ 2.6 percent), *Business Week*, worldwide (+ 0.9 percent) and *Forbes* (+ 0.8 percent).

Circulation results for regional business magazines were mixed. *Indianapolis Business Journal* was up 10.1 percent. *Pittsburgh Business Times* was up 9.4 percent, but across the state, *Philadelphia Business Journal* dropped 3.7 percent.

Regional and city magazines did well in general. *Denver* had the most dramatic increase in circulation (+ 52.5 percent). Other regionals showing increases included *Indianapolis Monthly* (+ 24.8 percent), *Phoenix* (+ 13.9 percent), *Ohio* (+ 13.4 percent) and *California* (+ 12.9 percent). Among those posting decreases in circulation were *Nashville!* (– 27.9 percent), *San Francisco* (– 22.2 percent) and *Pennsylvania Outdoors* (– 19.4 percent).

Circulation results for computer magazines were mixed. In addition to the major percentage gain of *Compute!'s Gazette*, *Family Computing* was up by 87.5 percent, *Personal Computing* rose by 17 percent and *Compute* by 14.2 percent. But *Microcomputing* dropped 33.8 percent, *80 Micro* declined 22.4 percent and *Popular Computing* was down 6 percent.

Among women's magazines, all but one of the "seven sisters" showed declines in overall circulation. The exception, *Better Homes & Gardens*, logged a slight increase of 0.2 percent. *Woman's Day* revealed the largest drop (– 7.2 percent), followed by *Good Housekeeping* (– 3.9 percent), *Family Circle* (– 3.8 percent), *Ladies' Home Journal* (– 3.7 percent), *McCall's* (– 0.7 percent) and *Redbook* (– 0.2 percent).

Among other women's magazines, *Working Woman* shone, with an increase of 15.9 percent. *Working Mother* rose 7.3 percent, *Savvy* and *Glamour* showed very slight gains of 1 percent and 0.6 percent, respectively. Magazines that posted declines included *Mademoiselle* (– 4.3 percent), *New Woman* (– 2.4 percent), *Self* (– 2.3 percent) and *Ms.* (– 0.7 percent).□

Top 10 magazines, overall circulation*

Second half 1984

	Total circulation	% increase/ decrease+
1. *Reader's Digest*	17,866,798	–0.4
2. *TV Guide* (USA)	17,115,233	0.3
3. *Modern Maturity*	10,770,688	15.4
4. *NRTA/AARP News Bulletins*	10,431,921	14.0
5. *National Geographic*	10,392,548	–2.2
6. *Better Homes & Gardens*	8,058,839	0.2
7. *Family Circle*	6,920,333	–3.8
8. *Woman's Day*	6,517,684	–7.2
9. *McCall's*	6,311,011	–0.7
10. *Good Housekeeping*	5,184,559	–3.9

*Based on figures as reported in ABC Fas-Fax report for the six-month period ending December 31, 1984.

+As compared with the same six-month period in 1983.

***Slipping from third largest** circulation consumer magazine, in the first half of 1984, to fifth largest, in the second half, was* National Geographic. Modern Maturity *moved up to third place, from fourth.*

Largest percent gains, overall circulation*

Second half 1984

	Total paid circulation	% gain+
1. *Sylvia Porter's Personal Finance Magazine*	338,518	198.8
2. *Compute!'s Gazette*	290,227	133.1
3. *Sun*	196,794	98.7
4. *Family Computing*	383,048	87.5
5. *Inside Sports*	310,074	71.6
6. *Denver Magazine*	7,383	52.5
7. *Circus*	470,363	50.0
8. *Pro Bass*	128,931	47.2
9. *Video Review*	380,309	41.9
10. *Fins and Feathers*	465,626	41.6

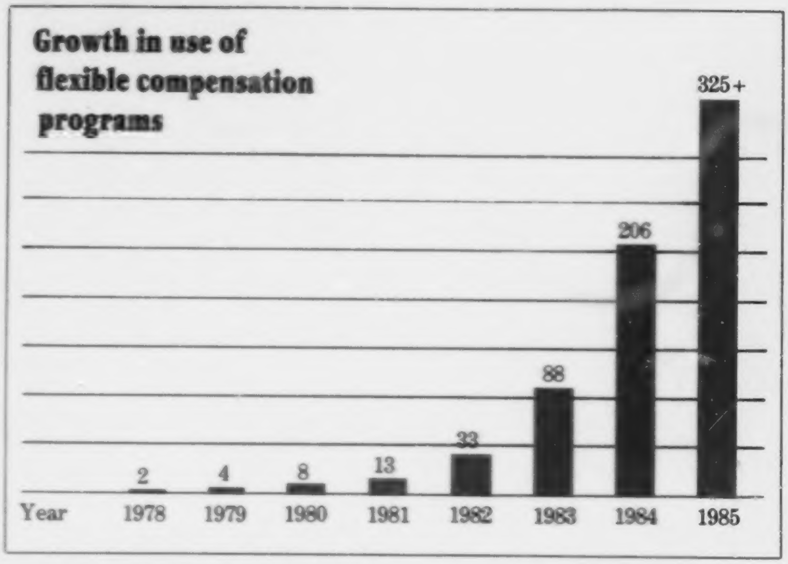
*Based on figures as reported in ABC Fas-Fax report for the six-month period ending December 31, 1984.

+As compared with the same six-month period in 1983.

***Biggest gainers in total circulation** for last year's second half make up a mixed bag of magazine categories. Categories represented include financial, computer and sports magazines.*

Tax reforms up demand for flexible benefits

More publishers may find "cafeteria style" plans to be the best solution



Flexible benefit plans have caught on rapidly with employers. In 1980 only eight companies had introduced flex plans; by 1984 over 200 had done so. Experts see the trend continuing.

■ *New York City*—The tax-free status of employee benefits is under fire by Washington tax reformers. If they have their way and benefits become taxable, magazine publishers, along with the rest of corporate America, may find employees demanding fewer and more flexible benefits.

Management can introduce such flexibility through "cafeteria style" plans. These plans, which give workers a choice in how they spend their benefit dollars, have become increasingly popular in the last five years in all business circles, publishing included. Although cafeteria plans also stand to lose their tax-favored status, experts predict that employees, faced with the prospect of paying taxes on their benefits no matter what, will demand the flexibility such plans offer.

As they work now, cafeteria plans allow employees to choose between accepting non-taxable benefits, such as health and life insurance; cash, which can be either immediately taxed or funneled into tax-deferred retirement or profit-sharing programs known as 401(k) plans; or a combination. Cafeteria plans, available legally since 1978, gained popularity in 1980 when the tax laws were revised to include the 401(k) option as one allowable cafeteria benefit. With that addition, employees could get the tax advantage whether they choose benefits or cash. (See "Tax breaks luring more publishers to 401(k) plans," FOLIO: March 1985, page 17.)

Powerful forces combined in the 1970s to spur demand for flexible benefits. Dramatic changes in America's work patterns, including the growth of two-paycheck families and women in the workforce, have obsolesced standard benefit packages designed for the breadwinning male with a family.

Flexible benefit programs, therefore, have provided a means for employers to respond to their employees' changing lifestyles. The plans allow workers to tailor the amount and type of benefits to suit their diverse needs and priorities, as well as to adjust benefits as their careers progress. For example, a young single employee may choose little life insurance, but opt for more disability insurance. This flexibility ensures employee satisfaction with benefit plans.

Capping benefit costs

Employers are also turning to cafeteria plans as a way to cap spiraling benefit costs: The cost of providing health care alone rose 15 percent from 1980 to 1981 and another 17 percent from 1982 to 1983, according to Hewitt Associates, a total compensation consulting firm. "Flexibility lets the manager separate the kind of benefits from the cost of compensation, so it exposes a lower portion of the program to inflation," says Hewitt consultant Pat Graham.

Under the old-style systems, she explains, the employer offered a set package of benefits. As the cost of those benefits rose, the employer's cost grew. Now, under the most common cafeteria plan, employers offer a smaller core of basic benefits plus an array of options that can be purchased by an employee with a fixed allotment of benefit dollars. If the employee wants more coverage than his dollars will buy, or if the cost of those options rises with inflation, he has to pay the extra charge. The employer, on the other

---

February ad revenue up 14%

February ad revenue for 142 Publishers Information Bureau member magazines totaled $374,236,496—a gain of $46,876,057, or 14.3 percent, over February 1984. Ad pages for the month totaled 11,851.78—an increase of 160.06, or 1.4 percent. Revenue for the first two months of 1985 totaled $658,087,599—an increase of 10.7 percent over the first two months of 1984; pages totaled 21,141.54—a slight increase over that period in '84.☐

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hand, has separated the benefit offered from the price; his contribution for the flexible portion of the benefits package remains fixed.

Although some cafeteria plans can be very complicated and expensive to set up and administer, part of their growing popularity comes from recognition that they can also be very simple. On the most basic level, for instance, employers are introducing flexibility by allowing employees to make their contributions for benefits on a "salary reduction" basis. This means that contributions are deducted before taxes are calculated, in effect lowering the employee's gross income and therefore his tax liability. The employer profits because he pays social security tax only on the employee's reduced salary.

Employees can also funnel salary reductions into non-taxable flexible spending accounts—another easy cafeteria plan. The account can be drawn on to cover such expenses as medical plan deductions, unreimbursed medical expenses, child day care expenses and so on. The same tax advantages apply.

Cut headaches with cash?

All of this may change, of course, if the tax reformers have their way. The Treasury Department's 1984 proposal seeks sweeping changes in the tax structure, including the elimination of many deductions. Employee benefits are high on the hit list: Treasury's plan would impose a cap on tax-free employer-paid health insurance premiums, tax all group-term life insurance and other employer-provided benefits such as day care, commuting, legal and educational assistance, and eliminate popular 401(k) savings plans, for starters.

No one can say how quickly Congress will act on the tax reform issue, or how employee benefits will be affected in the process. It seems unlikely, however, that benefits' tax-free status will emerge unscathed. Says one benefits consultant philosophically: "Ultimately, managers may find they can cut down on administrative headaches by giving employees straight cash, rather than taxable benefits."☐

SWOP standards ignored

Printer reports 75% of materials received don't meet industry recommendations

■ *New York City*—Despite the efforts of a dozen industry groups to promote the use of SWOP (Specifications for Web Offset Publications) guidelines, there has been widespread noncompliance, according to several speakers at a recent American Business Press Winter Conference production workshop.

Ron Cummings, director of sales for United Color, Dayton, Ohio, told participants that 75 percent of the materials coming to his printing plant don't meet the standards.

Others in the audience, and some speakers, agreed with Cummings that the program has had "disappointing results" and standards have "been ignored."

The most common reason materials do not meet standards is inadequate undercolor removal, according to records kept at United Color. Cummings maintained that the recommended 260 percent is enough ink under most circumstances. "When you use more than that, the ink will not trap," he said.

Belinda Anzalone, account manager, Tru Color, a color separator, stressed, however, that there are times when it doesn't make sense to comply with the tonal density guidelines. She said her job was to ensure the best printing possible. "If there are lots of dense blacks and medium blacks, the image requires more than the 260 percent limitations." Cummings disagreed. He maintained that 100 percent black and 60 percent blue will give you the densest black you'll ever want. All other colors in a four-color subject can easily be reproduced with 260 percent total ink density, he said.

Proofs out of spec

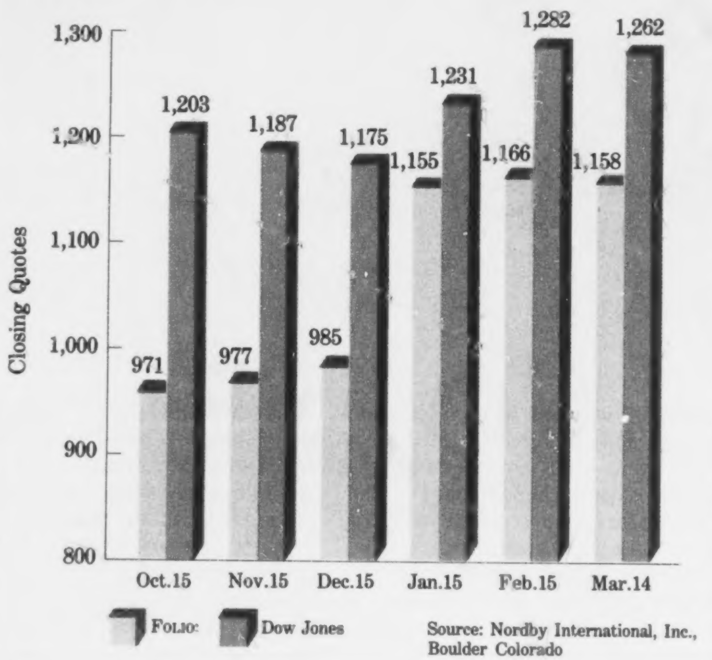
The second most common problem is proofs that are out of spec, Cummings reported. "Often, the proofs are even sharper than the film," he said.

Other problems he cited:

•Proofs pulled in the wrong direction—pulled side by side, when most

FOLIO: tracks publishing companies' financial performance

FOLIO: Stock Index



Source: Nordby International, Inc., Boulder Colorado

How are magazine publishing companies doing? One barometer of performance is the stock market. While only a handful of companies publishing magazines are publicly traded, these companies can be tracked easily and their performance can be compared with other indexes.

Nordby International, Inc., Boulder, Colorado, has developed an index exclusively for FOLIO:, which gives a graphic representation of the collective performance of the stocks that make up this large and diverse business segment. FOLIO: acknowledges that many of the companies listed (*e.g.*, ABC) are active in areas of communications in addition to magazine publishing and that the contribution of magazines to total revenue varies widely by company. The FOLIO: index is compared to the Dow Jones Industrial Average Index. Nordby also provides comparisons with other financial indicators, as well as a market diary that recaps vital statistics. With the help of Nordby, FOLIO: expects to provide this Index quarterly.

Stock market performance of 17 companies publishing magazines

EXCH	COMPANY	TICKER SYMBOL	CLOSING PRICE 2/15/85	CLOSING PRICE 3/14/85	NET CHANGE IN PERIOD	PERCENT CHANGE IN PERIOD	P/E RATIO	EARNINGS PER SHARE	ANNUAL DIVIDEND RATE	ANNUAL DIVIDEND YIELD	52 WEEK HIGH	52 WEEK LOW
NYS	A B C	ABC	66.00	70.00	4.00	6.06	10	6.71	1.60	2.29	77.25	52.75
NYS	DUN & BRADSTREET	DNB	71.50	68.38	-3.12	-4.36	21	3.33	1.88	2.75	73.00	51.25
—	GAMBLING TIMES	—	.10	.10	0.00	0.00	c	0.00	0.00	0.00	.10	.05
NYS	HARCOURT BRACE JOVANOVICH	HBJ	52.50	49.75	-2.75	-5.24	13	3.70	1.00	2.01	53.75	23.88
OTC	I.M.S. INTERNATIONAL (H)	IMSI	40.00	42.63	2.63	6.58	18	1.44	.16	.38	42.63	22.50
NYS	MACMILLAN INC.	MLL	50.00	52.25	2.25	4.50	15	3.45	1.00	1.91	54.63	26.53
NYS	MCGRAW-HILL	MHP	44.63	41.00	-3.63	-8.13	14	2.78	1.40	3.41	48.75	34.00
NYS	MEREDITH CORP.	MDP	64.50	61.50	-3.00	-4.65	14	1.10	1.00	1.63	68.75	40.00
OTC	NATIONAL LAMPOON	NLPI	3.13	3.13	0.00	0.00	d	-.45	0.00	0.00	4.13	1.38
OTC	NEW YORKER MAGAZINE (H)	NYKR	175.00	194.50	19.50	11.14	32	3.66	.60	.31	194.50	127.00
ASE	PITTWAY CORP.	PRY	70.63	70.75	.12	.17	10	5.20	1.80	2.54	71.50	57.00
NYS	PLAYBOY ENTERPRISES	PLA	13.38	12.00	-1.38	-10.31	3	.13	0.00	0.00	13.63	7.88
OTC	PLAZA COMMUNICATIONS	PLAZ	1.16	1.03	-.13	-11.21	d	0.00	0.00	0	1.81	.88
NYS	TIME INC.	TL	50.00	48.00	-2.00	-4.00	14	2.31	1.00	2.08	52.63	33.75
NYS	TIMES-MIRROR	TMC	48.75	44.63	-4.12	-8.45	13	2.17	1.36	3.05	51.00	33.13
ASE	WASHINGTON POST	WPO.B	92.00	100.50	8.50	9.24	16	3.64	.96	.96	105.00	61.00
OTC	WEBB CO.	WEBC	13.00	12.50	-.50	-3.85	11	.79	.36	2.88	13.38	8.63

Six stocks advance; nine decline; two unchanged: Figures for the period 2/15/85 to 3/14/85 reveal the biggest gainer in price to be The New Yorker Magazine, Inc., with a rise of $19.50. The largest dollar loser was Times Mirror, off $4.12. The largest percentage gainer was The New Yorker Magazine, up 11.14 percent; the largest percentage loser was Plaza Communications, down 11.21 percent. The New Yorker and I.M.S. International posted new highs. Nordby International's comparisons with different stock market indexes shows that the FOLIO: group of 17 publishing companies did better during the one-month period studied than the Dow Jones Industrial Average (-8.08 compared to -20.32), but not as well as Standard & Poor's 500 Stock-Price Index (-3.41), the S&P 400 Industrials (-3.53), the New York Stock Exchange Composite (-2.03) and Value Line Index (-7.19).

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Folio:

Circulation marketing:

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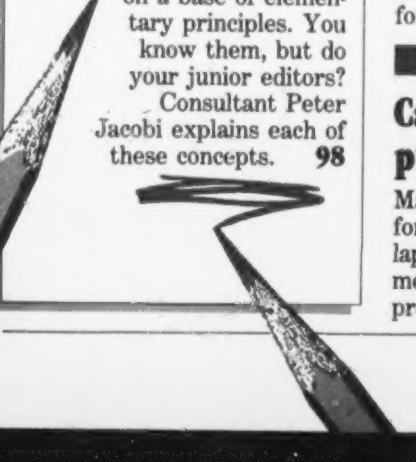
The basics of good writing

Creative, interesting and challenging editorial is built on a base of elementary principles. You know them, but do your junior editors? Consultant Peter Jacobi explains each of these concepts. **98**



King resigns, ABP prepares for change

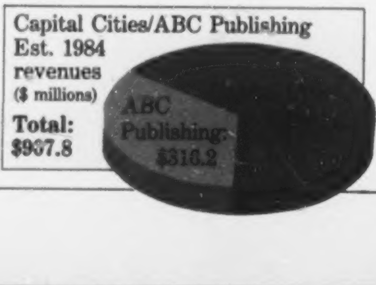
Thomas H. King, president of American Business Press since 1981, wishes to "be back in the thick of publishing." ABP prepares for major structural changes. **42**

More catalogs, 'magalogs' carry national ads

Glossy, upscale catalogs with large audiences of proven buyers mean some new ad competition for magazines. **19**

Cap Cities and ABC: Nearly $1 billion publishing base

Mammoth publishing empire to be formed by latest merger. Overlapping of several business titles in medical and metals market not a problem, say executives. **53**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June 1985

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As telemarketing gains growing acceptance from advertisers and the audit bureaus, more business and consumer magazines are putting it to work in various circulation functions. But is it right for *you?*

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With the right circumstances and a systematic plan, you've got a good chance of getting spectacular results, according to one expert.

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You could be at risk if the copy in an ad you publish is incorrect, warns media attorney. But you can take steps to reduce liability.

Paper manufacturers view the future 129

Insider dialogue leads paper consultant to predict fast swings in the supply/demand tango; current softness allows publishers to maneuver, adjust mix, get ready for return of tight market.

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Why settle for just 'a printer' when you could have The Sheridan Press?

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10 percent.)

Speaking at a Graphic Communications Association conference, Hoyt pointed out that the nonpostage costs, including those for paper, lists and printing, must also be considered.

Under the National Change of Address program, a mailer submits a computer tape of the customer list to the Postal Service. USPS then runs the list against its own list of address changes. The mailer's list, with corrected addresses, is sent back to the mailer. In comparison, under the Address Change Service (which replaced the Postal Service's old method of sending publishers ripped-off covers of incorrectly addressed magazines), publishers, for a fee, periodically receive a computer tape from the Postal Service, which makes the publisher aware of address changes only after he has sent out undeliverable mail or magazines.

The Address Change Service started on a test basis two years ago and is currently expanding to include more mailers (see FOLIO:, January 1985, page 28). The National Change of Address program will begin in pilot in October, and be implemented a year later.☐

Have newsstand sales bottomed out?

Wholesalers say '84's 4th quarter was worst in recent memory, but 1st quarter '85 may be even worse

Acapulco, Mex.—According to wholesalers who met here during the 50th anniversary convention of the Atlantic Coast Independent Distributors Association (ACIDA), 1984's fourth quarter was the "worst in recent memory."

Moreover, wholesalers said that informal sales indicators pointed toward sales for first quarter '85 being flat, or possibly being even worse than fourth quarter '84.

"Something happened in the fourth quarter of 1984 which cast a shadow over what had been, till then, a fairly good year," said Council for Periodical Distributors Associations Executive Vice President John Harrington, who delivered the CPDA industry report for the year. Magazine dollar volume net sales, which were up 10 percent through the first nine months, "plummeted to a mere 2.7 percent" in the fourth quarter [as compared with fourth quarter '83], he reported. Total net dollar sales for 1984 versus 1983 were up 7.5 percent, according to CPDA.

Based on what Harrington called a "limited but valid survey" of whole-

Drops in newsstand sales, as a percentage of total circulation*

Magazine category	% of total 1983	% of total 1984	% point decline
Men's	73.2	72.9	0.3
Women's	50.0	49.0	1.0
Science	22.3	19.1	3.2
Weeklies	40.2	38.8	1.4
Magazines overall	34.1	33.2	0.9

*Source: Based on figures from CPDA

***A significant decline** in single-copy sales as a percentage of total magazine circulation occurred during 1984 in many major categories, according to CPDA. The 1 percent drop in this indicator for magazines overall, when varying publication frequencies are considered, probably amounts to 40 million single copies annually, the association asserts. The titles included in each category are not listed.*

saler agencies, a comparison of dollar sales to average cover price of units sold showed that magazine prices per units sold declined by 4.4 percent in 1983, but were up by 10.1 percent in 1984. In these terms, despite the rise in magazine prices, CPDA estimates that there was an "adjusted" loss of 2.6 percent in units for 1984, and an adjusted loss of 7.4 percent in units during the fourth quarter.

Returns over 50%

Harrington also pointed out that returns exceeded 50 percent during the last three quarters of 1984, reaching 51.3 percent in the fourth quarter. "This marks the first time CPDA has officially certified that our retailers were forced to ship back more than they sold," he said. Overall, magazine returns were up 15 percent in 1984, according to the report.

"Throughout the industry, from wholesalers north, south, east and west, from national distributors, and from publishers, we have heard that fourth quarter '84 was the worst in recent memory," Harrington said.

When only the approximately 290 Audit Bureau of Circulations titles with single-copy circulation exceeding 10,000 are considered, a total unit sales decline of 1.8 percent occurred in 1984, Harrington added. Broken down by categories, he cited the following unit decreases: men's (not including the *Penthouse* issue that featured then-Miss America Vanessa Williams), -7.2 percent; women's, -4.5 percent; general interest, -16.1 percent; tabloids, -6.0 percent; other weeklies, -3.2 percent.

A few categories did show increases (teen magazines, up 15.5 percent; health, up 19.2 percent; home/shelter, up 8.5 percent; and TV/Soaps, up 15.8 percent). But all these categories combined, Harrington noted, account for only 7.9 percent of total sales represented by the 290 magazines.

A FOLIO: analyis of International Periodical Distributors Association (IPDA) data (based on sales figures submitted each month by IPDA national distributors to an independent accounting firm—in total, approximately 2,200 magazine titles are represented) shows a 1.6 percent increase in unit sales for fourth quarter '84 versus the same period in '83, and a 10 percent increase in dollar sales. For the total year 1984, they indicate a unit increase of approximately 2.6 percent and a dollar increase of approximately 8.5 percent.

Bad first quarter?

But sales were also not looking up for the first quarter of this year, according to the wholesalers. "If the experience of magazine wholesalers whom I have talked with from around the country is any indicator, sales in first quarter 1985 will paint an even bleaker picture" than sales in fourth quarter '84, said ACIDA President Robert Sakariassen. Harrington, contacted after the convention, said sales "might have picked up in the first few months" of this year, "but not significantly."

In his industry report, Harrington also noted that statistics for 1984 confirm that publishers are turning more than ever to subscriptions to meet their ad sales guarantees. As a percentage of total circulation, newsstand sales declined in many categories (see accompanying table).

Publishers, however reluctantly, have "lost faith" in the newsstand marketplace as a reliable source of circulation, because of the lack of growth there, asserted Harrington. Although publishers often say that single-copy sales are more profitable, they have been forced to commit themselves to an "unattractive" circulation mix favoring subscriptions, he added.

But Sakariassen acknowledged that, while publishers' growing emphasis on subscriptions has contributed to, and even exacerbated, the single-copy slump, a host of other—as yet little-understood—factors have undoubtedly also contributed.

"Traditionally, we have looked to sales declines as temporary aberrations which will eventually pass," he said. "But many in our industry believe that the current situation does not fit that pattern, and that we are up against profound changes in the marketplace." Included are changes in consumer lifestyle, buying habits, shopping patterns and media demands for attention, he noted, adding that these raise questions about "product availability, product presentation and product appeal" for the newsstand industry.

He pointed to the special meeting between members of CPDA, IPDA and regional wholesaler association representatives as evidence that the industry is, at least, "not sitting on its hands." (See Update, "Newsstand task forces formed," this issue, page 19.)☐

It can't
handle our
work load.

**It handles
a lot more.**

I need
things now.

**That's
what it's
designed for.**

What if
our needs
change?

**It's made
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flexible.**

Sounds like
a shot in
the dark
to me.

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ing the interim, Nicholas asserts.

The speakers offered several guidelines for selecting a personal computer for circulation purposes.

•First, determine the specific functions for which you will use the computer. Some obvious possibilities are circulation profit and loss forecasting, cash flow forecasting and budget preparation. Give particular thought to repetitive tasks and to tasks, such as special analyses, for which there never seems to be enough time.

•Survey the market for the software that is most suited to the tasks you wish to perform. Talk with someone in publishing who uses the same piece of software that you plan to use. Computer magazines can be helpful in determining the top software within a particular area.

•Don't make the mistake of just walking into a computer store and talking with an available salesperson, since that salesperson is likely to be one who is new and has yet to establish a client base. Instead, call the manager of the store to set up an appointment with the salesperson who is most experienced with the kind of equipment and software you plan to purchase, advises Nicholas.☐

Agency use of syndicated data

MPA survey shows agencies rely on total audience data, but often adjust syndicated figures

New York City—Top advertising agencies rely almost equally on syndicated audience data from Simmons Market Research Bureau (SMRB) and Mediamark Research Inc. (MRI), according to a survey of 109 agencies conducted by the Magazine Publishers Association.

The survey shows that 58 percent of the agencies subscribe to MRI, while 62 percent use SMRB. (Many, obviously, get both.) However, more than half (56 percent) of the responding agencies consider SMRB their primary source for both magazine audience data and product/brand information. Of the 91 agencies that responded to the survey, 42 percent indicated that they rely primarily on MRI audience figures, 44 percent rely on MRI product data.

Why ad agencies adjust syndicated audience figures

Reason	Cited by
Significant circulation changes	85%
Judgment/estimates	58
Readers per copy trends	44
Primary/secondary readership	33
Adjust to other studies	29
In-home/out-of-home reading	27

Source: MPA

Ninety percent of surveyed ad agencies do adjust total audience data on magazines. As the table shows, most do so when there is a significant circulation change.

MPA also asked agencies if they adjust total audience figures for subsequent changes in a magazine's circulation or for other reasons. Nearly three-fourths responded that they sometimes do adjust audience levels; 10 percent noted they *always* adjust the figures.

A change in circulation was the most common reason cited by the agencies for adjusting audience levels. Most, however, do not change the syndicated data unless a magazine gains or loses at least 10 percent in circulation.

Other prime reasons for adjusting audience levels, the agencies reported, include personal judgment and trends in readers per copy.

For magazines that are not measured by one of the syndicated services used by an agency, the respondents replied that they get data in other ways: either from syndicated services or from computer simulations provided by online services or by the magazine. In some cases, the agency generates its own audience estimates. The method most often used to do this is known as "prototyping," basing estimates on audience levels of similar magazines.

As for subscriber studies supplied by magazines, one in 10 of the agencies said they always accept and use such studies, three fourths reported they sometimes do, and five percent stated they never use them.☐

New magazine journalism center at Columbia

Magazine journalism has been given a strong shot in the arm by Dell Publishing founder George T. Delacorte, who is donating $1.25 million for the establishment of a magazine journalism center at Columbia University.

Delacorte, who sold Dell—which publishes books and magazines—to Doubleday & Company nine years ago, is a Columbia University graduate. He had observed, according to an aide, that the number of newspapers published in New York had declined, while magazines were flourishing.

The George T. Delacorte Center for Magazine Journalism will sponsor a lecture series, student scholarships and research projects at the *Columbia Journalism Review* in addition to offering courses in magazine writing, editing, publishing and management, taught by experts in the field.☐

Seven magazines form City Home Network

Houston Home & Garden, Dallas-Fort Worth Home & Garden and five other magazines, representing a combined circulation of more than 270,000, have formed the City Home Network. The magazines, all locally edited, reach affluent homeowners in their respective markets, and focus on decorating, architecture, entertaining, landscaping and local shopping.

The five other magazines are *Colorado Homes & Lifestyles, Oklahoma Home & Garden, Phoenix Home & Garden, San Diego Home & Garden* and *South Florida Home & Garden*.

According to Robert J. Krefting, president and chief executive officer of City Home Publishing, Inc., the network is in the process of completing a marketing plan and establishing new rates. Currently, a 12 percent discount is offered for placement of an ad in the Houston, Dallas and Phoenix magazines, while a 15 percent discount is given for placement in any three, or all, of the other titles. The same ad must be placed in at least three of the magazines to earn a discount.

City Home Publishing is a joint venture by Benchmark Communications and the Meredith Corporation.☐

‘Hello, subscriber’

The telephone can be a helpful tool to a circulation marketer, but it depends on the magazine and the situation

BY TED SCALA
ASSOCIATE EDITOR

Alexander Graham Bell would be proud. The sound of dozens of telephone conversations fills two classroom-size rooms on the eighth floor of a Manhattan office building. It's early in the evening and the tables are filled with workers. Each has a telephone and each is making call after call. The voices of the workers are even and polite. Usually college-age, they hold pencils ready for the hoped-for response.

The callers work for a telemarketing agency. Their pitches often involve selling magazine subscriptions. The scene is repeated at telemarketing agencies and publishing offices across the country.

Direct marketing has been coming of age for American business in general and for magazine publishing in particular. While direct mail is still the dominant technique in circulation, telemarketing is also being used by more and more publishers. Perhaps one of the reasons is that telemarketing seems to be gaining more respectability in the eyes of the advertising community.

Audit bureaus up phone status

In a significant move for business magazines, the Business Publications Audit of Circulation (BPA) this year started to allow the number of requesters verified by telephone to be listed, along with the number of requesters verified by written means, as "direct request." Because of the increased use of telephone verification, the Audit Bureau of Circulations (ABC) has also changed its rules. Starting July 1, 1985, ABC-audited publishers will be allowed to report nonpaid subscription orders they solicit through telephone interviews as "telecommunication." And if the calls are initiated by a qualified reader, the order will be counted "direct request." Previously, all telephone orders would have had to be reported as "other sources."

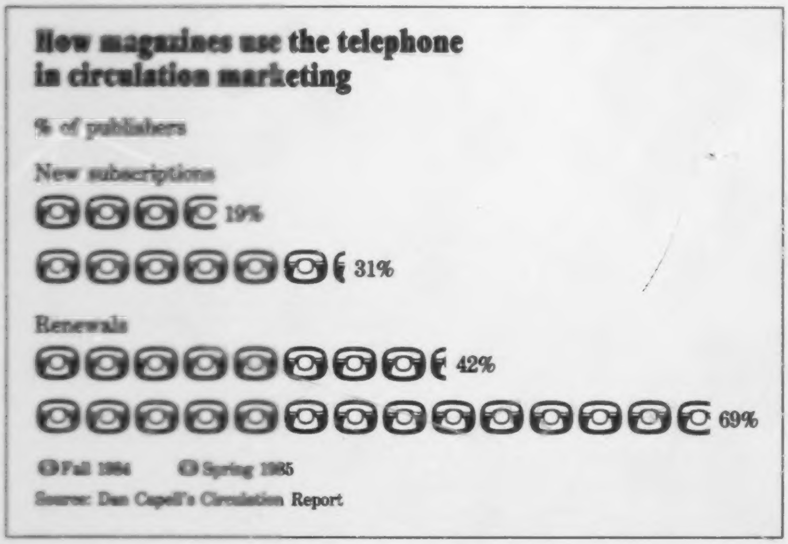
Despite telemarketing's progress, questions remain for magazine publishers. Under what circumstances is telemarketing cost-effective? The telephone can yield impressive response rates, but it can also generate fearsome bills. Also, how many prospects and renewals will be turned off by what they consider an intrusion on their privacy? Might the magazine's image be damaged?

FOLIO: asked some of these questions during conversations with more than 20 circulation directors, circulation consultants and direct marketing executives.

The telephone can be used for a variety of circulation tasks. Depending on their publications' particular circumstances, circulation directors at consumer magazines rely on the telephone for renewals, collections and new subscriptions. Business magazines with paid circulations can use the telephone in the same ways. Business magazines that have nonpaid circulations can use the telephone to qualify or requalify requesters. In all cases, the telephone is usually used in conjunction with direct mail; a telephone call is commonly placed either at some point during the direct mail series, or at the end of the series in a last-ditch effort.

Telemarketing also, of course, has many uses when employed on an inbound basis for circulation marketing. More publishers are testing the feasibility of subscription marketing via cable, local and even network television spots that use toll-free 800 numbers or toll-paid numbers as direct response vehicles. Such numbers are also frequently heard in subscription promotion radio spots and seen in space ads and on bind-in and blow-in cards in magazines. The subject of in-bound circulation telemarketing, however, would fill an article of its own; the focus of this article is outbound circulation telemarketing.

More magazines are using the telephone for subscriptions and verifications. Shown here a young employee makes a call for Edward Blank Associates, a New York City-based telemarketing agency.



Source: Dan Capell's Circulation Report

Telephone use in circulation is growing rapidly, particularly as a means of getting renewals. A semiannual survey of approximately 100 consumer magazines shows that the percentage of magazines using the phone for renewals jumped 27 percentage points between the fall 1984 and spring 1985 surveys. Use for generating new subscriptions jumped 12 percentage points.

Use of telephone up

While the use of the telephone in circulation marketing seems to be on the upswing, hard numbers on the trend are difficult to come by. Roberta Wexler, a spokeswoman for the Direct Marketing Association, says equipment can easily be counted, but it is difficult to determine how it is being used. The BPA reports that about 8.2 percent of the magazines that submitted December 1985 publishers statements used the telephone to qualify some of their requesters. That is up from the approximately 4 percent of member magazines that used the telephone before BPA upgraded the status of telephone-verified requesters.

E. Daniel Capell, editor of *Capell's Circulation Report*, includes questions about telephone circulation marketing in a semiannual survey of his readers. His spring 1985 survey found that 31 percent of the approximately 100 consumer magazines responding used the telephone to generate new subscriptions, as compared with 19 percent in the fall 1984 survey. Also, 69 percent surveyed use the phone for renewals, as compared with 42 percent last fall. Three percent reported using the telephone for collections, in both surveys.

Telephone gaining credibility

Circulation departments have been using the telephone to generate subscriptions for years. Jane Giles, circulation manager at *Industrial Equipment News*, expressed the view of many when she said telemarketing has been "given more credibility because BPA has changed the rules." Publishers who use telemarketing are banking on the belief that, with the rule change, prospective advertisers will regard telephone-verified readers as being just as credible as readers verified by mail.

Telemarketing also seems to be becoming more respected by circulators themselves and by the business community in general. Eugene Kordahl, a telemarketing consultant and president of the American Telemarketing Association, says the change in attitude in the business community has been the biggest change in telemarketing he has seen in his 20 years of circulation experience. Once a back-room operation, telemarketing, he notes, is now conducted in neat, well-lit offices.

There is also now more planning going into telemarketing, says Kordahl. It is being better used in conjunction with traditional marketing methods, notably direct mail, and the testing is better. Also, telemarketing is being better targeted, he claims.

Bill Campbell, president of Hearst Magazines' Periodical Publishers Service Bureau, says telemarketing is booming for two reasons: The first, he says, is because postal rates have been increasing relative to long distance telephone rates. Second, knowledge about how to best use the telephone to sell has been increasing.

Kordahl credits the recent increase in telemarketing activity to an AT&T ad campaign in the early 1980s, the effects of which spilled over to benefit small telemarketing companies. But the boom in the field, Kordahl warns, has also necessitated that extra care be taken when choosing from among the many telemarketing firms that have sprung up.

Not all the changes in telemarketing are positive, however. The breakup of AT&T by the Justice Department indirectly resulted in a new problem for publishers who need directory assistance to find telephone numbers. Directory assistance formerly was offered at no charge, but now telephone companies charge about 50 cents for each number they look up.

"That does add a bit to each call," notes Hill Felder, circulation manager at ABC/Chilton, who says that telemarketing agencies pass along look-up charges to publishers.

Use depends on situation

Telemarketing is clearly a useful circulation tool, but just as clearly it is not a tool that should be used by all magazines in all situations. Those interviewed agreed that the characteristics of the magazine, its needs at the moment, and the profile of its prospective audience all play roles in determining whether telemarketing should or should not be tried.

Most magazines would, of course, prefer to make a profit on subscriptions, but sometimes a reasonable loss is acceptable in light of other factors. One publication's marketing strategy may call for holding circulation at its present level; another publication may be scrambling to meet a rate base. Some groups of readers will respond well to a telephone call, while others are permanently "in a meeting" or "taking a shower."

Most of those interviewed warn against cold calling for new subscriptions. With a renewal, the prospective subscriber already knows about the magazine. The prospect may just have forgotten to renew or may be upset over the price. Joseph Cece, circulation director for subscriptions at Murdoch Magazines, handles *New York, New Woman* and the launch, *Elle*. He uses the telephone for renewals, but says that usually it is not cost effective with new subscriptions.

"The problem is that someone who's not familiar with the magazine has to have it described in detail," Cece explains. Taking the time to describe a magazine on the telephone is hard—and expensive—to do, he says.

Cost versus response

Not surprisingly, telemarketing is judged by comparing it with direct mail. Telemarketing usually yields many more orders per call than the average direct mail piece. But telemarketing also costs much more per call than it costs to mail the average direct mail piece. The costs and revenues of each medium must be measured.

No one denies that the average cost of a telephone call is greater than the average cost of a direct mail piece. The question is whether the higher order rate for telephones offsets its costs. For Frank McCammond, subscription circulation manager at Meredith Corporation, direct mail still beats telemarketing when it comes to costs and return.

He can mail five direct mail pieces, McCammond says, for the cost of one telephone call—and the direct mail yields more orders. A test of a straight mail renewal campaign and a mail campaign with a telephone follow-up showed that the straight mail campaign pulled better, he adds.

Others, however, obviously find that telemarketing is cost efficient. Joe Bilderbach, vice president of circulation at Harcourt Brace Jovanovich Publications, says that his company was initially concerned over the comparatively high cost of telemarketing. An in-house telephone reverification of requesters was running $1.50 to $2 per completion versus about 35 cents to 45 cents per piece for direct mail. The price differential, however, became less of a factor, he says, when the company figured out what its direct mail costs

> **"The telephone is usually not cost effective for new subscriptions, because someone who is not familiar with the magazine has to have it described in detail."**

would be to reach response rates that are equal to the excellent response rates from the telephone efforts.

Normal response for direct mail is 50 percent or more for reverification mailings to subscribers who previously responded in the last 12 months on a first time basis, he says. The response rate drops to 20 percent or less for subscribers who have not responded within two years or more. In comparison, telemarketing obtains more than 85 percent contact rate on all names supplied and achieves a 75 percent positive response, Bilderbach reports.

What it costs

It is difficult to quote general cost figures or general success rates for telemarketing. Telemarketing agencies adjust their commissions or, if applicable, their hour rates, according to their own costs and according to the characteristics of the prospect list involved. Order rates also vary with how "hot" the list is. Hal Speer, a circulation management consultant, says a telemarketing agency might take up to an 80 percent commission on consumer renewals. The response rate could run 10 percent or more, he says.

Kordahl says there are so many variables it is impossible to give an average price. He notes, however, that as a general rule, a telephone call will pull two to seven times more orders than direct mail when those calls are used in conjunction with direct mail.

A hypothetical example of what might happen with a consumer magazine list of 1,000 names was offered by Geri Gantman, executive vice president at Telephone Marketing Resources, a telemarketing agency. First, she says, the telemarketing agency conducts a search for the telephone numbers of the prospects on the list. The search costs $125 and results in 350 names being eliminated because telephone numbers can't be found for them.

Out of the remaining 650 names, about 425 contacts might be made at a cost of $2 to $5 per contact, she says. Of those contacted, 30 to 40 percent renew their subscriptions.

Gantman explains that the cost per contact varies according to how hard it is to reach the prospect. For a business magazine the cost might be $4 to $10 per contact.

When phone enters campaign

Publishers usually begin a comparison of direct mail and telemarketing by looking at what their direct mail is costing them and how many orders it is generating; they then look at the costs of and the orders generated by a telemarketing campaign. Most outgoing telemarketing is performed in conjunction with a direct mail campaign,

Inside vs. outside

Let outside firms have telemarketing headaches, advise some circulation execs

In addition to deciding whether using telemarketing for circulation purposes suits his magazine, a publisher must also decide whether any telephone calling that is done should be done inhouse or by an outside telemarketing company.

Resolution of the in-house versus outside-company question for telemarketing usually comes down to price and control—the same factors that dominate discussions on whether jobs such as fulfillment should be done outside or in-house.

FOLIO: asked circulation executives what route they've chosen and why they chose it. Some of their answers:

•"We don't have the time to train phone operators," says circulation director Steven A. Childs, explaining why *Texas Monthly* uses an outside telemarketing agency. In addition to having to train operators, the magazine would have to hire and train a supervisor to handle the difficult job of managing the operators, Childs adds. The circulation executive says that another problem, although less serious, is that an in-house telemarketing effort would entail the expense of having callers work after normal business hours. Most telemarketing aimed at consumers is done in the early evening when prospective subscribers are home from work.

•Giving an outside company the job of telemarketing, says Hill Felder, circulation director at ABC/Chilton, means, "They have all the aggravation!" Felder also says he doesn't have enough volume to justify setting up an in-house telemarketing operation. He adds that he suspects that an independent telemarketing company can pay its employees less than a large publishing company can.

•"Where professionals are available at reasonable cost, they are always better," claims Hal Speer, a circulation management consultant. He says his advice holds true whether the topic is fulfillment or telemarketing. Speer also says professional help is needed to write a good tele-

so the decision is usually not simply whether to use the telephone, but where to place the call within a direct mail series.

Deciding when to use the telephone with a direct mail campaign requires that the publisher look at the costs and revenue of each mail effort within the mail series. Response to direct mail campaigns tends, of course, to drop after several efforts. The trick is to start using the telephone when the net income from a particular effort starts to drop below the net income that can be achieved with telephone calls. The point at which the switch is made can even come when the net income is not a positive number, if the aim of the subscription drive is to achieve a rate base for advertising sales purposes.

Texas Monthly currently uses the telephone as a last effort on a seven-effort direct mail renewal campaign. The seven mail efforts all beat the telephone in terms of net revenue. The magazine, however, is considering whether it can move up the telephone call in the campaign if it can reduce the costs of making telephone calls.

The telephone costs, says Stephen A. Childs, *Texas Monthly*'s circulation director, are "the negotiable part." Childs explains that the magazine could try to convince its telemarketing agency to reduce its hourly charge, or, if it works on a commission basis, its cut of the subscription price. The carrot that would be offered the telemarketing firm, Childs says, is that if it were allowed to make its calls higher in the series, the agency probably would realize more orders per hour.

Nonpaid circulation uses

At business magazines with nonpaid circulations, the aim is to verify and reverify requesters at the lowest cost. However, sometimes a magazine is particularly interested in signing up selected types of requesters. Advertisers may be especially interested in reaching those types of potential customers.

At *Industrial Equipment News*, Giles says the telephone is used when a three-effort direct mail campaign fails to generate a response from a particular individual or company that the magazine believes is important to be on the subscription list. "Where it really pays," says Giles, "is when the person is about to drop off and we have not heard from this person. We call and we find out that the person has left, and therefore we are able to get the name of the replacement and speak to that person."

Giles says her magazine also uses the telephone to generate new requesters at particular companies where the magazine doesn't know the names of the people it wants. On the telephone, a caller can get those names. Such telemarketing efforts, Giles maintains, are more effective than sending a company a mail piece merely addressed to "plant manager."

Telemarketing is also useful when names have to be added quickly to subscription lists, whether they are paid or nonpaid. The printing and mailing delays inherent in setting up a direct mail campaign don't exist for telemarketing.

The absence of set-up delays, points out Hal Speer, a circulation management consultant, means that telemarketing is very flexible. If a test script isn't working, another script can be substituted in a day or two.

Consider audience characteristics

The characteristics of a particular magazine's audience also are an important consideration when a circulation executive is deciding whether telemarketing is appropriate. Some types of people are easier to reach through the mail and some are easier to reach with a telephone.

At Geyer-McAllister Publications,

phone script. Definite skill is involved, he asserts.

•Jane Giles, circulation director at *Industrial Equipment News*, says she does telephone verification both in-house and with an outside agency. It depends on the situation in the circulation department at the moment. She adds that if the department has a slow period, CRT operators make verification calls. The in-house callers are less costly than an outside agency and they still generate about the same number of verifications, Giles says. The in-house callers also tend to be better at looking up numbers and are better at determining which people are qualified to receive a magazine. Giles adds, however, that when the department is busy, the telemarketing chores are farmed out to an outside company.

"Telemarketing is very flexible. If a test script isn't working, another script can be substituted in a day or two."

[redacted]

for example, circulation director Maureen Bradley successfully uses the telephone in conjunction with direct mail for paid renewals and credit suspensions. She says, however, that while readers of *Office Administration and Automation* tend to be paper-oriented and easy to contact by mail, readers of magazines such as *Playthings, Gifts and Decorative Accessories* and *Geyer's Office Dealer* are retailers who usually respond better to a telephone call.

Talking about the retailers, she says: "That kind of environment is not like a business structure. They're doing their paperwork on the dining room table on Sundays, and I think they just plain forget to send in their renewals and pay their invoices on credit subscriptions."

Another advantage of telemarketing relates not to generating orders, but to securing information from those who turn down the magazine. One specialty-magazine circulation director (who asks not to be identified) says a lot of valuable knowledge can be gained by asking prospects why they are not renewing their subscriptions.

Image in eye of beholder

Publishers worry that telemarketing will damage their magazine's image with both potential readers and potential advertisers. The telemarketing industry, however, claims to have cleaned up its act. Arguing the issue can be a particularly subjective pursuit.

Among those still uncomfortable with televerification is a business magazine publisher who says that, like his competitors, he uses the telephone, but he doesn't think the quality of telephone verification is as good as the quality of written verifications. He claims that people answer questions differently when they are being interviewed over the telephone than they would if they actually had to write down answers on a written verification form. Also, while the BPA rules require documentation to back up telephone verification, this publisher disapproves of telephone verification because it lacks the record provided by a paper verification form filled out by the requester.

"Verifying that the consumer really wants the magazine helps keep the pay-up rate high."

[redacted]

Some in the industry, such as McCammond at Meredith, worry about using telemarketing because a telephone call can be perceived as intrusive by the recipient. Others who use the telephone for some applications take special steps to ensure that their magazine's image isn't damaged. Consultant Speer says that one of the reasons he opposes using telemarketing for cold calling for new subscriptions is that it conveys a bad image of the magazine. Such an approach recalls the huckster image of local newspaper campaigns, he claims.

Childs says *Texas Monthly* was wary that a bad telemarketing campaign could hurt the magazine's image. Because of that concern, a telemarketing agency with a soft-sell approach was chosen. Also, the telemarketing agency follows a successful sales call with another call the next day. Childs explains that a different employee of the agency checks to make sure that the original agency caller was polite. The second caller also checks to make sure that the consumer really wants the magazine.

The follow-up call, Childs explains, helps maintain the image of the magazine while at the same time it catches people who said, "yes" to the magazine on the first call, but really didn't mean it. Verifying that the consumer really wants the magazine, Childs adds, helps to keep the pay-up rate high.

While Giles says the status of telephone verification has improved, she also says that *Industrial Equipment News* still likes to follow up telephone verifications with written verifications. "The telecommunications thing is still fairly new," she says, adding "we don't really know what the reaction is going to be out in the marketplace."

Telemarketing agency executives, of course, defend their industry. Herbert Feldman, vice president of Edward Blank Associates, a telemarketing firm in New York City, says consumers don't react negatively to telephone solicitations if they are former subscribers to the magazine or if they are familiar with the magazine involved. Feldman also says "a trained salesperson is not going to push too far."

Trying to push a subscription on a consumer who doesn't want it only wastes the caller's time, Feldman says. Because a caller's performance evaluation or his actual pay is based on orders per hour, it is in his or her interest to move on to the next prospect as quickly as possible, the telemarketing agency executive maintains.

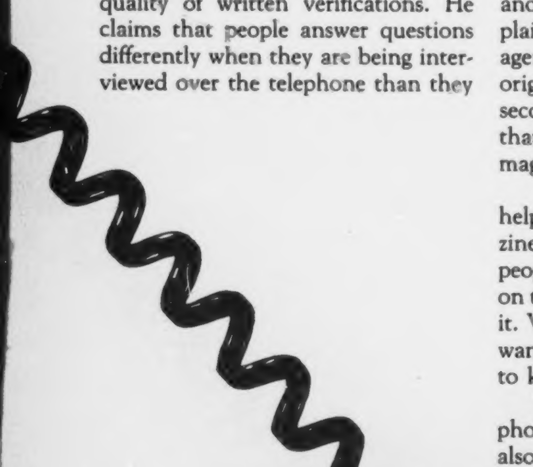
Before you hang up

When everything is said and done, using the telephone to generate subscriptions, renewals and verifications can work . . . sometimes. Whether telemarketing is right for a particular magazine depends on that magazine's goals, pressures and audience.

A way to get started in telemarketing, advises Elaine Tyson of Tyson Associates, a direct response consulting firm, is to give a telemarketing agency a chance with 500 or 1,000 names. The agency can use the names to determine its costs and the likely order rate so that it can quote a price to the magazine for regular work. The publisher can use the test to determine if telemarketing is right for his or her magazine.

Once a publisher starts a telemarketing program, he or she should constantly test its effectiveness. Says Tyson: "If you're using the telephone for renewals, one of the things you should keep looking at is (the best) position for the phone call within the series." In addition to ensuring that the call is in the most cost-effective position in the series, this type of testing will ensure that telemarketing is still a technique the publisher should be using, period.

The telephone is obviously here to stay. This tool's exact role in circulation marketing will change with the magazine, the readers and the times. Says Maureen Bradley at Geyer-McAllister: "We're fighting for our numbers. It's been a good device for us."☐



Folio:

1985 editorial salary survey

Editors' average salary: $34,623

Analysis of salaries, bonuses and deferred compensation figures shared by 484 magazine editors and art directors yields some surprising findings. Survey reveals how gender, region, number of editorial pages and other variables affect compensation. **68**

The potential of personalized ads

Gimmick or cutting edge of target marketing? Decide for yourself by reading about the available technology and the opinions of advocates and skeptics. **101**

Comparing source evaluation methods

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Photo by Mark Duran

Sweeping changes to reposition ABP

American Business Press members agree to new name and structure introduced by outgoing chairman Sal F. Marino. **17**

Good Housekeeping: 100 years of publishing with same identity

Today when the role of women has changed dramatically and more than 50% of women work outside the home, this magazine sticks to homemaking. **111**

1885★1985
Good Housekeeping
Centennial

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An experienced editor tells how any magazine can be put—and kept—on schedule. Doing so will free your staff to do their best work, improve morale, and the bottom line.

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Now being tested at Springhouse, the Penta system simplifies editing and manages copy flow from text entry to composition. FOLIO: gets first-hand report from users.

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60 percent of the dues.

•The position of president, formerly held by Thomas H. King (see Update in June 1985 issue) will be eliminated. This means the organization will now have "one instead of two high-paid" top executives. William G. O'Donnell, chief operating officer, will add executive director to his title. The chairman of ABP will now also become the chief executive officer of the association and be responsible for implementing the policies of the board.

Marino reported that the American Society of Association Executives (ASAE) has assured him that the revised ABP structure will actually be more traditional than its former structure: The ASAE informed him that 98 percent of all associations of which they are aware give COO responsibilities to the top paid professional and CEO responsibilities to the elected head of the association.

Under the new plan, the chairman will have greatly expanded responsibilities. He will be charged, not only with chairing all executive committee and board meetings and with keeping informed of the activities of the professional staff, but also with being the public spokesperson for the organization.

While the chairman can seek assistance from the board and executive committee "so that his ABP stewardship will not become burdensome," some feel the demands on the chairman under the new plan are too great.

The reorganization at the top—including the abolishment of the president's post—is the most controversial of all the proposals. While Robert L. Edgell, the current ABP chairman and vice chairman of Harcourt Brace Jovanovich, Inc., is enthusiastic, it is reported that John K. Abely, president/CEO of Technical Publishing, and next in line to be chairman of ABP, has reservations.

One board member said he was surprised when the board voted for the reorganization immediately after the past chairmen, who were each individually asked if they could have handled the extra load, had replied that they were not certain.

Board members who do have reservations explained to FOLIO: that they see the new structure as a test. "We can't be sure unless we try it," said one. But those who are for the restructure, like Edgell, say, "It's not a test" and point to the fact that the bylaws will be changed.

"The question is, can one person devote enough time to the kind of work Tom King did and still be an effective head of his own company?" says one skeptical board member. "It's easy to say he can, but it's another thing to do it."☐

Fortune 500: Publishing is best total ROI industry

Time Inc., Times Mirror tops in sales among companies in printing/publishing

New York City—The publishing/printing industry led all 27 listed industries in terms of total return to investors, according to the *Fortune 500* ratings for 1984. Publishing and printing's 16.4 percent median return was particularly helped by the performances of Harcourt Brace Jovanovich and Macmillan. HBJ posted a 69.9 percent return on investment, the fourth best return among Fortune 500 companies, and Times Mirror showed a 68.4 percent return, the fifth best.

In the primary rankings for Fortune 500, which orders companies by sales, Time Inc. again led the publishing field. The New York City publishing giant placed 132nd on the list, with $3.1 billion in sales. Time Inc. retained its top spot in the industry despite the fact that its sales plummeted 23.1 percent in 1984 because it sold off its forest products division at the start of the year. Time was ranked 91st on the Fortune 500 list last year.

Other companies involved in magazine publishing that made the Fortune 500 list for 1984 included Times Mirror (ranked 139th), McGraw-Hill (245th), The New York Times Company (270th), The Washington Post Company (304th), Dow Jones (308th), Capital Cities Communications (313th), Harcourt Brace Jovanovich (376th), Media General (439th), Macmillan (446th) and Meredith (482nd). (Magazine printer R. R. Donnelley & Sons ranked 203rd.)

10-year strength

Counting only the performances of companies that made the Fortune 500, the publishing and printing industry as a group experienced the second highest return to investors for the period stretching from 1974 to 1984. Publish-

Fortune 500 companies that publish magazines

	1984 rank by sales	1983 rank by sales	1984 sales ($ millions)	1984 net income ($ millions)
Time Inc.	132	91	3,067	216
Times Mirror	139	154	2,771	233
McGraw-Hill	245	255	1,402	144
New York Times	270	281	1,230	100
Washington Post	304	323	984	86
Dow Jones	308	326	966	129
Capital Cities Communications	313	356	940	135
Harcourt Brace Jovanovich	376	392	713	34
Media General	439	453	548	40
Macmillan	446	489	530	33
Meredith	482	479	451	38

Source: Fortune 500, 1985

***A move up** in overall Fortune 500 rankings was achieved in 1984 by most listed companies that number magazine publishing among their enterprises.*

ing and printing had a median return of 27.1 percent, while the apparel industry had a return of 27.7 percent.

The publishing and printing industry was also ranked:

•second among the 27 listed industries in terms of return on stockholders' equity. The industry's return on equity in 1984 was 18.4 percent, compared with 17.8 percent in 1983.

•third in return on sales (8.4 percent in 1984).

•13th on changes in profits (up 17.9 percent).

•16th on sales per employee ($92,156).☐

Senate backs cut in postal subsidy

ABP pleased, but issue still months from final resolution

Washington, D.C.—In the ongoing controversy over the revenue-foregone subsidy for nonprofit, in-county and other preferred mailers, the Senate voted to include only $100 million for the program in the fiscal 1986 Federal budget package it passed in May.

The Association of Business Publishers (ABP) welcomed the Senate action, while the Magazine Publishers Association (MPA) stated that it still hopes the program will end up being fully funded.

"They're certainly moving in the right direction," says Richard Moeller, president of Harcourt Brace Jovanovich Publications and a member of ABP's legal committee.

Moeller notes that $100 million is closer to the $39 million proposed for the subsidy by the Reagan Administration and favored by ABP than the $981 million the Postal Service says it needs to maintain the program as it is currently run.

Chapin Carpenter, senior vice president for the MPA in Washington, says while MPA still supports the subsidy program, it believes regular mailers should not be forced to make up the difference if cuts are made. One option would be to allow preferred postage rates to rise, he suggests.

The Senate bill only proposes a lump sum for the program. It fails to ennumerate those preferred mailers who would continue to benefit from rate discounts. (Publications for the blind and the handicapped, however, appear to be on everyone's protected list. An ABP spokesman remarks that apparently Senate Republican leaders also intend to maintain rate breaks for rural newspapers.)

In addition, the Senate bill doesn't stipulate how, if at all, the remainder of the $981 million is to be recovered. The Reagan Administration had proposed that part of the subsidy be covered by the Postal Service. Questions as to who will still benefit from the subsidy and how shortfalls might be met must be addressed in separate legislation. That legislation will have to wait until after the House passes its own budget bill. Then, differences in the House and Senate bills must be reconciled. Therefore, the earliest the issue could be decided is the end of August, but it is more likely to be resolved closer to the Federal fiscal budget deadline, October 1.

ABP reps testify

Two weeks prior to the Senate vote, in testimony before the Senate Subcommittee on Treasury, Postal Service and General Government, Moeller said: "The time has simply come for all this mail to stand on its own two feet."

Also testifying was Robert A. Saltzstein, ABP's general counsel. He elaborated on an earlier ABP proposal (see FOLIO: May 1985, page 48) to eliminate all rate breaks and have individual nonprofits, if they so desired, appeal for lower rates to the Postal Rate Commission. Saltzstein told the subcommittee: "If an appropriation is then necessary, and we hope the Commission will conclude that there should be none except for the blind and handicapped, then let the Postal Service temporarily foot the bill and require the Commission to come back to Congress in six months after a full hearing, with its recommendations."☐

Senate approval of cut in the revenue-foregone subsidy is a move in the right direction, says Richard Moeller of ABP's legal committee.

Advocacy ad pulls big response

An advocacy ad to "Halt the Deficit," which included a postage-paid card and ran in the May issue of *Reader's Digest*, had pulled in over 800,000 responses by mid-May, only three weeks after subscribers began receiving the issue. (See FOLIO:, June 1985, page 30.)

Half of the responses came during the first week following publication, when subscribers on the West Coast and on some military bases received the magazine. The ad was sponsored by The Business Roundtable—an organization of chief executive officers of 200 major corporations.

The *Digest* predicts that a million or more responses to the ad will have been received by this month. Print-outs of respondent names are being sent to corresponding legislators in the House and Senate as well as to the President. The ad, with its direct response vehicle, represented a "first" for the *Digest*, whose readership is over 50 million.

Publisher Richard McLoughlin reports that many of the reply cards were accompanied by letters, an indication, he claims, of the intensity of the public's attitude toward the deficit problem.

Letters signed by McLoughlin and Robert Beck, chairman of The Business Roundtable and chairman and chief executive officer of the Prudential Insurance Company of America, have been accompanying the list of names going to Washington.☐

worthwhile. He concedes that the magazine could probably "push" circulation up to 60,000 if direct mail were used to attract new subscribers. However, he doesn't want to put himself in the position of having to continue such mailings in order to maintain the higher circulation. "Nobody wants to see circulation drop," he declares.☐

Regionals go after more national ads

CRMA stepping up sales effort, positioning members as efficient, upscale ad vehicles

Readership: How city/regional magazines rank*

Rank	Magazine	Total adult audience	Penetration
1	*Reader's Digest*	53,766,000	31.8
2	*TV Guide*	49,069,000	29.0
3	*Better Homes & Gardens*	32,009,000	18.9
4	*Family Circle*	29,567,000	17.5
5	*National Geographic*	29,554,000	17.5
6	*People*	29,400,000	17.4
7	*Good Housekeeping*	28,719,000	17.0
8	*Woman's Day*	28,145,000	16.6
9	*Time*	23,565,000	13.9
10	*McCall's*	21,683,000	12.8
11	**CRMA**	**20,432,000**	**12.1**
12	*Newsweek*	20,066,000	11.9
13	*Ladies' Home Journal*	19,669,000	11.6
14	*Modern Maturity*	17,220,000	10.2
15	*Sports Illustrated*	16,163,000	9.6

*Source: MRI's Magazine Audiences, spring 1985, published by Mediamark Research, Inc. CRMA data based on 36 of the approximately 40 CRMA member magazines.

***Adult audience of nearly 20.5 million** is delivered by the 36 City and Regional Magazine Association member magazines whose readership was recently studied by MRI. As a group, the magazines rank 11th among the most widely read magazines in the country.*

Dallas—"City and regional magazines as a group now rank among the top 12 most widely read magazines in the country," says Raymond Nordstrand, publisher of *Chicago* magazine and outgoing president of the City and Regional Magazine Association (CRMA). And, he says, they're out to make the advertising community more aware of this.

At a recent CRMA conference in Dallas, Nordstrand told FOLIO: that CRMA, which began developing an advertising network a few years ago, has stepped up its sales effort and will be seeking national advertising more aggressively for its nearly 40 member publications.

Taken together, CRMA magazines represent a circulation of more than three million. According to an MRI readership study commissioned by CRMA and published in the spring, total readership for the 36 member publications surveyed is nearly 20.5 million. This puts them collectively at number 11 in total readership (see table).

While penetration of the U.S. adult audience is 12.1 percent on average, Nordstrand claims that, in some of the major markets such as Chicago and Philadelphia, the level can approach 20 percent.

City and regional magazines (CRMs) offer an upscale audience, says Nordstrand, with surprisingly uniform demographics. The MRI research shows this group of magazines as ranking fourth in total readership among publications reaching households with incomes of $50,000 and up, and ranking third among those reaching persons with individual incomes of $35,000 and up, he reports. This puts city and regional magazines ahead of *Time* and *Newsweek* in total number of affluent readers reached, according to Nordstrand. CRMs generally have audiences that are split 50/50 male:female, he adds.

At the present time, national advertising acounts for about 50 percent of the billings at *Chicago* and *Texas Monthly*, according to Nordstrand. But, he says, most of the other magazines in CRMA have only about 20 percent in national billings.

There are some city and regional publications that do not have appeal to national advertisers, acknowledges Robert Phillips III, vice president and national sales director for Metro Magazines, a publishers' rep firm that represents about half of the magazines in CRMA. For those that do have the potential to become stronger national advertising vehicles, the greatest obstacle has been a lack of efficiency, he maintains. With plans to unify their marketing effort, and offer discounts, CRMA is moving in the right direction, in Phillips' opinion.☐

ABC data bank expands

New data which give a consolidated look at up-to-date circulation figures are now available to Audit Bureau of Circulations (ABC) members through the ABC Circulation Data Bank. The service is designed to be a time-saver for publishers and ad agency media planners.

The new information includes subscription, single-copy sales and average total paid circulation data as gleaned from Paragraph One of the Publisher's Statement. Information on a county-by-county basis is available for the six-month periods covered by the June 1982 to December 1984 Publisher's Statements, according to ABC. Figures can be accessed covering the nearly 180 magazines and farm publications that participate in the service.

Stored data now also include information from Paragraph Two on total paid circulation broken down by subscriptions and single-copy sales for each issue, as it appears in the June and December 1984 Publisher's Statements.

"Since this information comes from the most recent Publisher's Statements, it provides Data Bank users with more current circulation data," says Michael Drexler, executive vice

Poor follow-up on reader inquiry

Only 44% of business advertisers respond within 60 days to prospect inquiries, study finds

Cleveland—A business magazine can have on-target circulation and the right editorial environment, yet still hear the frustrating complaint that a prospect inquiry ad did not lead to any sales. But results of a recent study tend to confirm that the fault often lies with slow processing and poor follow-up to inquiries, rather than with lack of reader response.

Moreover, the findings also imply that, in some cases, publishers contribute to the follow-up problem by causing inquiry processing snafus.

Of 182 industrial advertisers monitored by E. S. Advertising Services Inc., only 44 percent responded within 60 days to inquiries prompted either by their ads or publicity releases appearing in business magazines. Even 16 weeks after inquiries were mailed, 29 percent of the advertising firms still had failed to reply. During the study's primary time frame, 60 days, the average response time was 29.8 days.

"The most important conclusion to be drawn," asserts George E. Steinbrenner, president of E. S. Advertising Services, which specializes in helping advertisers manage sales leads, "is that there is a general lack of respect for the sales inquiry and a lack of commitment to professional processing."

All of the survey's monitored advertisers were located in northeast Ohio, E. S. Advertising Service's natural market. They were selected from advertisements or publicity releases appearing in 37 magazines coming from 13 publishers. To be included, the advertiser's ad or release must have contained a reader service number that could be used to send in an inquiry. Using a nondescript company name, E. S. Advertising Services mailed reader service cards to the magazines, and then recorded the length of time it took to receive a response.

Uneven processing

Steinbrenner says that, unfortunately, it could not be determined just how much of the delay in response was due to slow processing of reader service cards on the part of the publishers and how much was caused by slow processing of information that the advertisers received from the publishers. But he observes that the fact that there were different average response times on inquiries routed through different publishers indicates that some publishers are slower than others in forwarding inquiries to their advertisers. Therefore, he advises, all else being equal, advertisers should advertise in the magazine with the fastest reader inquiry processing.

Publishers have an interest

Steinbrenner also suggests that although ultimate responsibility for the problem lies with advertisers—they are the ones who are losing hot sales leads—it is also in the publisher's interest to make sure that inquiries are responded to in a timely manner: More inquiries receiving quick responses from an advertiser will mean more sales for that advertiser, the executive maintains. If an advertiser is making more sales because of an ad in a magazine, Steinbrenner concludes, that advertiser will be more likely to continue buying ad space.☐

Average response time to prospect inquiries

Time period	Percent responding	Average number of days
30 days or less	25.2%	20.5
31 to 60 days	19.4	41.9
more than 60 days	26.2	93.4

Source: E. S. Advertising Services Inc. Based on monitoring of 182 industrial advertisers.

Even 16 weeks after inquiries prompted by magazine ads were mailed in, 29 percent of the advertisers still hadn't responded to these sales leads, in a recent study conducted by E. S. Advertising Services.

Selling regionals on the newsstand

Wholesaler advises city/regionals on how to improve newsstand 'clout'

Dallas—"Regional publications have to educate wholesalers that their magazines are good sellers," according to Phillip M. Bagnall, marketing director of Martin News Agency, Inc., a Dallas-based wholesaler.

Efforts by the publisher and circulation director to improve communication with a regional's local wholesaler can indeed pay off in better marketing and increased single-copy sales for the magazine, Bagnall points out. "Spend some time with the distribution manager at your local wholesaler," he advises, because this is the way to begin to understand some of the wholesaler's problems and learn what types of information would help him to better market your magazine.

A magazine's representative should, for example, go over computerized data on dealer-by-dealer allotments and sales with the wholesaler's distribution manager. Bagnall says that he generally makes copies of such reports available to the magazine at cost, and in some cases refunds that charge if the data is used to make newsstand sales more efficient.

In addition to reducing returns and handling for the wholesaler, publisher/wholesaler cooperation helps make the most of all sales opportunities. A wholesaler agency that provides full in-store service, as Martin News does, can—if given advance notice of an issue that is likely to sell particularly well—adjust allotments, react quickly to sell-outs and mount special promotion campaigns.

Regional publishers who do not have access to a full-service wholesaler should get out and meet retailers whenever possible, Bagnall says. "You can make dealer checks yourself, on occasion," he adds.

Bagnall offers several other tips to be kept in mind by city/regionals and smaller magazines in general:

- Make sure your wholesaler is receiving accurate allotment notices, and

FIVE
L. C. Smith & Corona Typewriters Inc

1985 Editorial salary survey

Editors' average salary: $34,623

Wide variations in salaries for people with same title; lower pay for women; general dissatisfaction with editorial compensation, among findings

BY BARBARA LOVE
EDITOR
AND
JEAN ANGELO
ASSOCIATE EDITOR

One man, an editor in chief responding to FOLIO:'s editorial salary survey, reports that he earns $100,000 after only two years of editorial experience. An assistant editor working on a business magazine in the South Atlantic region, who belongs to a union, reports she makes $39,000.

Sorry editors! These salaries aren't typical.

So what *is* typical? Answering this question was the aim of FOLIO:'s 1985 Editorial Salary Survey, which was conducted by mail in March and April.

The findings are based on responses from 484 people in editorial management, editors, managing/executive editors, senior/associate editors, copy editors and art directors. The response rate was 53 percent.

Over 200 editors have already asked for copies of these survey results. And we are still receiving requests for the 1982 Editorial Salary Survey results!

Editors ask, "What are other people in my position earning?" Management asks, "What are other publishers paying editors?" And everyone wants to know what bonuses are being paid, if any, and how many publishers have deferred compensation plans.

Easy questions, difficult answers

Are we talking about a female editor, without much experience, responsible for a small number of editorial pages on a small circulation magazine in the Southcentral region? This person's salary probably is not as high as the salary of a man with the same title, but more experience, responsible for more editorial pages on a large circulation magazine in the Northeast.

There are nine variables covered in this survey. In addition to title, they are region, type of magazine (consumer or business), average number of editorial pages, size of staff, magazine frequency, circulation size, salary by gender, years of experience, and number of magazines for which the respondent is responsible. To get a good individualized picture of what editors with common characteristics are earning, it's necessary to look at all nine variables.

FOLIO: conducted its first editorial salary survey in 1982. That survey was based on questionnaires filled out by publishers about their editorial staffs. This time FOLIO: went directly to each editor and asked that person

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Data processing assistance provided by Louise Cerretani

Photo by George Mayernik

to report, anonymously, on his or her own salary only.

One difference in the two surveys that makes it impossible to make comparisons: In 1982, FOLIO: used rankings (first ranking editor, second ranking editor, etc.). In this survey, we used titles (editor, managing editor, etc.). The exceptions are copy editors and art directors, who were analyzed by titles both times.

There are problems with using titles, as there are with using rankings. Readers should keep in mind that titles do not always reflect relative positions accurately. For example, in some instances, executive editor may be above the editor on the masthead. In other instances, that title might be below the editor on the masthead. For this survey, we included executive editors with managing editors, which may have increased the overall level of salaries for this category.

As with any survey, caution and discretion must be used when interpreting and applying the numbers.

Relative salaries

According to the respondents to FOLIO:'s Editorial Salary Survey, the average salary for editorial management (vp-editorial, editorial directors, editor in chief and editor and publisher) is $45,489. The average salary for the editor is $34,623, or 76 percent of what editorial management receives.

Interestingly, FOLIO: found very little difference between the editor's salary and the managing editor/executive editor's salary. The average managing editor/executive editor earns a salary of $33,770, or 97.5 percent of what the average editor makes. As already mentioned, the inclusion of executive editors may pull up the salary level.

And senior and associate editors, on average, have salaries that are about 80 percent of what the managing editor/executive editor receives. The average salary for senior/associate editors is $27,130. In this survey we grouped several job titles under the senior/associate editor heading, including technical editor, news editor, features editor, fiction editor.

Copy editors, on average, are receiving a salary of $24,850. Art directors' average salary is $29,850, which is 86.2 percent of the average salary for editors.

Wide ranges within title

There are wide variations in salaries paid within the same title groups. For editorial management, editors, executive editors and managing editors, for example, the average salary for people in the top third is approximately two and one-half times that of the average salary for those in the lower third.

The average salary for the 41 editors in the top-third salary range is $51,290 versus an average salary of $21,460 for those 42 respondents in the lower third.

For the other three groups studied—senior and associate editor, copy editor and art director—the differences between the top third and bottom third are not as great: The top third average is about twice that of the lower third average.

Northeast pays best

For five of the six categories studied, salaries in the Northeast are highest, although the differences are not always significant.

Generally speaking, the Northcentral region pays second best, followed by the Western region.

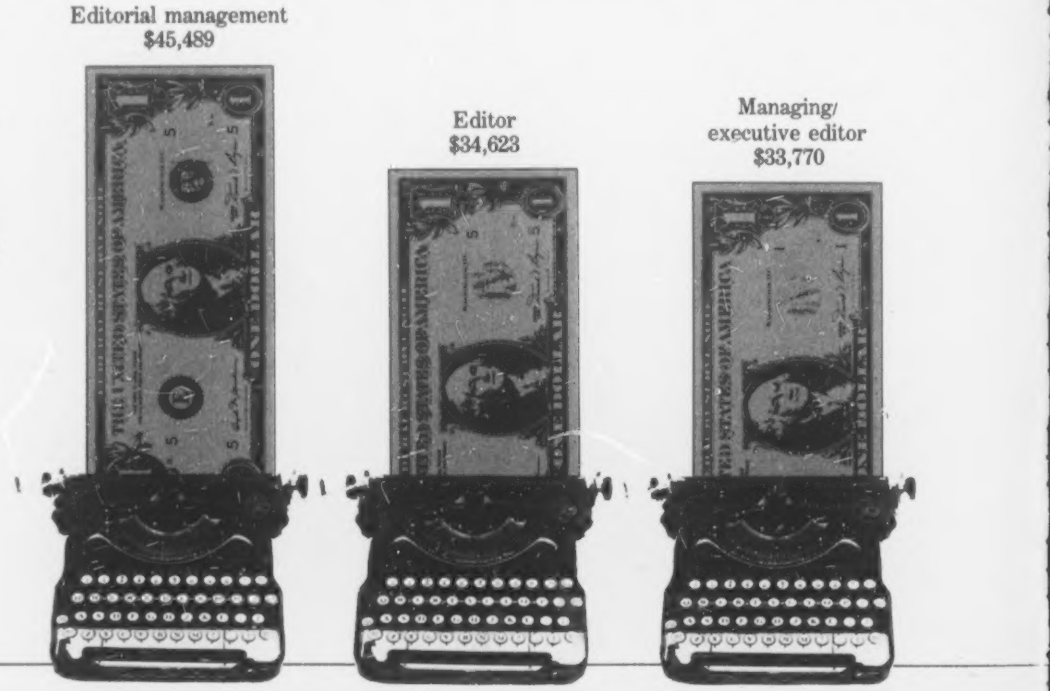
(*For information on what states are in which regions, refer to the map on page* 72.)

Average editorial pages

For editorial management, the editor and the managing/executive editor, there is an indication that salaries are higher as the number of editorial pages for which the respondent is responsible increases.

For example, editors responsible for fewer than 500 editorial pages a year earn an average salary of $28,420, as

Average salaries based on 484 responses



compared to $37,960 for editors responsible for magazines with 500 to 999 editorial pages.

There is no indication that the number of editorial pages published during the year has any bearing on salaries for senior/associate editors, copy editors or art directors.

Editorial staff size

As the numbers of editors on the staff rises, there is a tendency for average salaries to rise for editorial management, editors, executive/managing editors and senior/associate editors, although the universe is not large enough to conclude there is a relationship.

Magazine frequency

Does the frequency of the magazine make a difference in what magazines pay editors? Although the sample sizes are small, weeklies pay the highest salaries in five of the six job title categories. The exception is editors, who get the highest salaries on quarterlies, according to the FOLIO: respondents.

Circulation size

Among the respondents in the top three ranking titles (editorial management, editor, executive/managing editor), salaries tend to go up as the circulation of a magazine increases. However, the numbers are again too small to reach any conclusions from this survey. There is no clear pattern for senior/associate editors, copy editors or art directors.

"I'm a do-it-yourself staff: editing, advertising, layout, writing and photography."

Editor of a business publication located in the Midwest, earning $29,000.

Salary by gender

Yes, Mary, there is a significant difference in salaries paid to men and women.

The production salary survey published in January, and now the editorial salary survey published on these pages, show that women are receiving significantly lower salaries than men in the same positions.

For editorial management (vice president-editorial, editorial director, editor-publisher and editor in chief) the average salary of women is 73 percent that of men ($36,230 versus $49,650). Women with the title "editor" earn, on average, a salary that's 78 percent of what men with the same title earn ($29,950 versus $38,250).

The same pattern exists among managing editors, senior/associate editors, and, to a lesser extent, among art directors.

A few women commented on differences in salary ("I'm still waiting for equal pay for equal work," and "Men make about 25 percent more, even if they work on less prestigious and smaller circulation magazines").

Years of experience

Editorial personnel who have been in the business longer tend to get slightly higher salaries. While the numbers are not large enough to be significant, salaries go up steadily for editorial management, editors and executive/managing editors as experience increases.

Among editors, the largest universe we have to analyze, those with one to three years' experience earn an average of $23,730, versus $32,220 for those with four to 10 years' experience and $47,680 for those with 16 to 25 years' experience.

Number of magazines

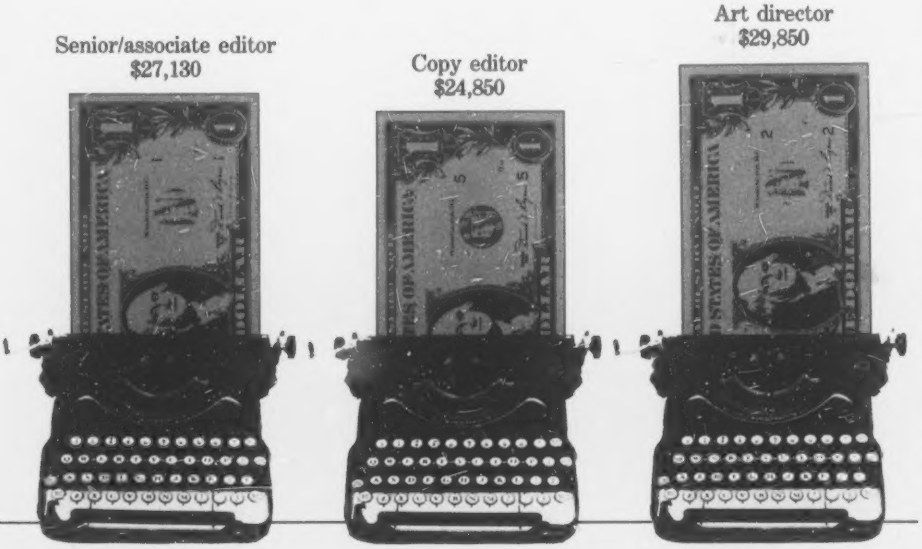
One would think that an editor responsible for more than one magazine would receive a higher salary than an editor responsible for only one magazine. But the results show otherwise.

For editors responsible for one magazine, the average salary is $37,180, while editors responsible for more than one magazine have a salary of $28,990. The same correlation exists for editorial management, but the numbers aren't significant.

For managing editors and executive editors, the salary is slightly higher for those responsible for more than one magazine, although the difference here is not meaningful either.

Business vs. consumer

FOLIO: could not spot a meaningful difference in the salaries of consumer and business personnel in our six groups. Editorial management working on consumer magazines reported slightly higher salaries than their business counterparts (an



average of $47,633 versus $43,988), as did consumer magazine art directors and senior and associate editors.

Half report bonuses

About half (243 of 484) reported bonuses to FOLIO:. The likelihood is that the number actually receiving bonuses is higher because many did not know at the time they filled out the survey what bonus they would receive in 1985. Of those reporting bonuses, the total average bonus expected for editorial management was $5,360, compared with $2,360 for the editor and $1,640 for the managing editor or executive editor.

By region, the Northeast pays the highest average bonus for those responding to this survey who are editors, copy editors and art directors. But the numbers aren't significant.

By circulation size, there is an indication that bonuses are higher for editors on magazines with larger circulations, but the number of respondents is too low to generalize beyond this survey.

Regarding bonuses given to men and women, the men in the survey received higher bonuses for five of the six job categories studied, but in none of the categories are the numbers significant. The strongest indication of difference is among art directors: The 17 female art directors responding to the survey received an average bonus of $1,640, versus an average of $2,460 for the 17 male art directors.

A bonus may not necessarily be based on individual performance, salary or position. This survey did not address the question of how bonuses are determined. Two editors surveyed commented that their yearly bonus was based on ad sales revenues.

Perks might also be considered a bonus or incentive, although this survey did not attempt to analyze the types of extras that editors receive. At least five respondents reported that they have use of a company car: one was managing editor; the others were in the editorial management group.

Bonuses and deferred compensation

There appears to be no significant difference in who gets bonuses or deferred compensation by the six job categories analyzed. Roughly half of all the respondents received either bonuses or deferred compensation (40 percent to 63 percent) and roughly a third of all respondents received both (24 percent to 42 percent).

There is no meaningful difference in bonuses or in the existence of deferred compensation plans by circulation size. Nor are there any meaningful variances in these two factors when one compares business and consumer magazines.

Using the numbers

As mentioned at the beginning, it is important to use the numbers cautiously. In many instances, there are not enough respondents in cells to reach conclusions. For this reason, FOLIO: is publishing the number of respondents for each cell.

Also, it should be noted that the data here have been presented in the form of simple totals (only one variable was studied at a time). The interaction that may exist between the totals has not been examined. For example, regarding salaries by region, it appears that editors working in the Northeast are paid higher salaries. But were there more males in the Northeast? Higher circulations? Editors with more experience? We have not shown interaction with more than one variable involved.

Not guidelines, clearly

Caution must also be used if the reader intends to use these salary and bonus figures to determine what people *should* be paid. Clearly, this survey reveals only what people *are* paid. When it comes to salary differences between men and women, for example, no one would argue that a woman with the same title as a man should be paid less.

From another, broader perspective, editorial salaries in general, for men and women, may be low. While this salary survey does not address relative salaries by magazine departments or other industries, editors responding to FOLIO:'s survey expressed feelings, for publication, that editorial is a low-paying profession ("I feel I am underpaid, working full time for my favorite charity," "Blue collar workers make more," "Monetary compensation in this industry is horrendous," etc.).

Three years ago, Gil Maurer, president of Hearst Magazines Division, told a group of editors that they were possibly the single most valuable asset of magazines. And that editors who create the quality editorial that sells magazines would reap the rewards—meaning that they will be better compensated. That's certainly the kind of statement editors responding to the editorial salary survey like to hear.

Then again, as many people in management would point out, it's a free society and a free marketplace. And many editors would not change what they're doing to move to a more lucrative profession.

As one respondent said: "Like everyone, I think my salary is low. But then, the magazines I work on cover fields I love, so that is compensation in itself."☐

The regions have been divided as follows:

■ Western
Alaska
Idaho
Utah
Arizona
Montana
Washington
California
Nevada
Wyoming
Colorado
New Mexico
Hawaii
Oregon

▨ Southcentral
Alabama
Arkansas
Kentucky
Mississippi
Oklahoma
Tennessee
Texas

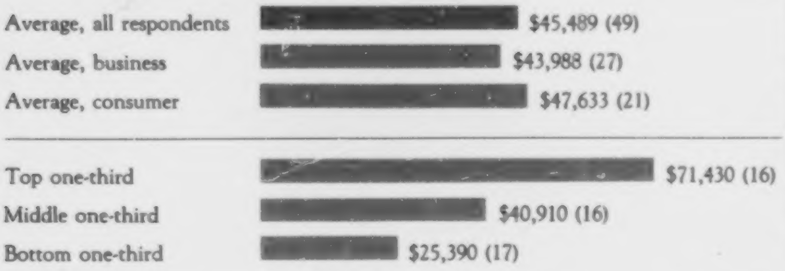
■ South Atlantic
Delaware
Florida
Georgia
Maryland
North Carolina
South Carolina
Virginia
Washington, D.C.
West Virginia

■ Northcentral
Illinois
Nebraska
Indiana
North Dakota
Iowa
Ohio
Kansas
South Dakota
Michigan
Wisconsin
Minnesota
Missouri

■ Northeast
Connecticut
Maine
Massachusetts
New Hampshire
New Jersey
New York
Pennsylvania
Rhode Island
Vermont

Editorial management*

Average salaries (The number of respondents is in parentheses.)



	Average	Average business	Average consumer
By region:			
Northeast	$56,220 (16)	$53,830 (6)	$63,270 (10)
South Atlantic	34,498 (5)	37,722 (4)	21,600 (1)
Northcentral	43,450 (12)	42,932 (9)	45,000 (3)
Southcentral	23,500 (1)	23,500 (1)	—(0)
Western	38,920 (13)	42,320 (6)	30,140 (7)
By average editorial pages produced annually:			
To-499	$32,580 (19)	$33,030 (10)	$32,760 (9)
500-999	41,110 (18)	45,550 (10)	46,440 (8)
1,000-1,499	68,810 (8)	58,500 (3)	75,000 (5)
Over 1,500	64,100 (3)	64,100 (3)	—(0)
By no. of editors on staff:			
1	$25,780 (4)	$27,050 (2)	$24,500 (2)
2-5	38,360 (24)	39,450 (13)	33,530 (11)
6-10	54,810 (12)	45,880 (7)	67,300 (5)
11-20	65,500 (5)	63,830 (3)	68,000 (2)
Over 20	55,000 (2)	55,000 (2)	—(0)
By frequency:†			
Weekly	$80,500 (2)	$75,000 (1)	$86,000 (1)
Monthly	49,080 (30)	45,890 (18)	53,880 (12)
Biweekly or semimonthly	44,930 (6)	45,698 (2)	34,301 (4)
Quarterly	28,600 (4)	30,930 (3)	21,600 (1)
Other	35,250 (6)	34,170 (3)	36,333 (3)
By circulation:†			
To 19,999	$34,240 (14)	$36,320 (12)	$21,800 (2)
20,000-49,999	41,570 (13)	46,240 (10)	26,000 (3)
50,000-99,999	45,570 (7)	64,000 (3)	31,750 (4)
100,000-499,000	56,380 (12)	48,750 (2)	57,920 (10)
500,000 and over	86,250 (2)	—(0)	86,250 (2)
By sex:			
Female	$36,230 (16)	$36,560 (9)	$35,800 (7)
Male	49,650 (31)	47,680 (18)	52,350 (13)
By years in business:			
1-3	$100,000 (1)	—(0)	$100,000 (1)
4-10	33,590 (19)	32,640 (12)	35,230 (7)
11-15	49,430 (14)	51,300 (5)	48,390 (9)
16-25	52,050 (10)	50,940 (8)	56,500 (2)
Over 25	59,300 (4)	66,000 (2)	52,600 (2)
Responsible for:			
One magazine	$47,740 (25)	$43,740 (13)	$52,110 (12)
More than one magazine	43,130 (24)	44,220 (14)	41,600 (10)

---

*Editorial management includes vp-editorial, editorial director, editor in chief and editor-publisher.

†Refers to the magazine with the largest circulation on which respondent works.

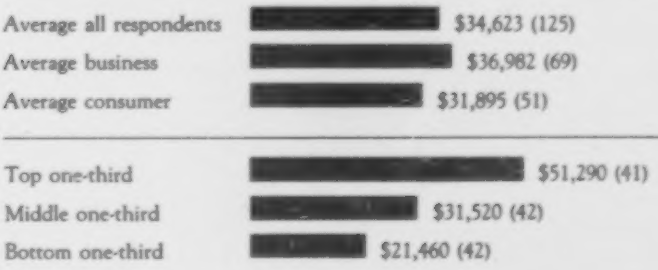
> ***"Salaries are out of whack when compared to sales management and publishing, if the editorial product is as important as the company says it is."***
> Editor in chief in the Northeast, earning a salary in the low forties.

> ***"I keep myself in silk blouses and maintain my Porsche with the money I make from freelance writing and photography. I could double my salary instantly by switching to public relations, but then I wouldn't love my work like I do."***
> Editor in chief in the West, with 12 years of experience, earning $22,000.

> ***"Compensation is not enough, considering the amount of time put into the job, and the stress involved. We work on books in addition to the magazine."***
> Editorial director in the South, earning a salary in the low twenties.

Editor

Average salaries (The number of respondents is in parentheses.)



	Average	Average business	Average consumer
By region:			
Northeast	$37,790 (45)	$39,990 (27)	$34,500 (18)
South Atlantic	31,890 (13)	31,910 (6)	31,870 (7)
Northcentral	34,790 (29)	37,920 (19)	28,840 (10)
Southcentral	30,470 (11)	29,770 (7)	31,690 (4)
Western	32,550 (22)	35,520 (9)	30,490 (13)
By average editorial pages produced annually:			
To-499	$28,420 (50)	$28,620 (28)	$28,170 (22)
500-999	37,960 (43)	40,230 (26)	34,490 (17)
1,000-1,499	39,340 (21)	44,050 (11)	34,170 (10)
Over 1,500	53,200 (5)	62,330 (3)	39,500 (2)
By no. of editors on staff:			
1	$26,760 (15)	$25,250 (16)	$29,430 (9)
2-5	33,260 (70)	35,620 (39)	30,300 (31)
6-10	43,310 (21)	50,730 (11)	35,150 (10)
11-20	48,000 (4)	46,000 (2)	50,000 (2)
Over 20	67,500 (2)	90,000 (1)	45,000 (1)
By frequency:†			
Weekly	$31,500 (4)	$26,000 (2)	$37,000 (2)
Monthly	34,640 (65)	36,990 (35)	31,900 (30)
Biweekly or semimonthly	30,300 (21)	34,240 (11)	25,980 (10)
Quarterly	39,740 (6)	39,140 (3)	40,330 (3)
Other	38,200 (25)	39,530 (18)	34,860 (7)
By circulation:†			
To 19,999	$27,990 (36)	$28,960 (29)	$23,940 (7)
20,000-49,999	36,190 (27)	38,860 (20)	28,570 (7)
50,000-99,999	39,470 (27)	44,280 (14)	34,290 (13)
100,000-499,000	39,180 (25)	55,360 (5)	35,130 (20)
500,000 and over	29,730 (3)	——(0)	29,730 (3)
By sex:			
Female	$29,950 (50)	$31,460 (24)	$28,560 (26)
Male	38,250 (70)	40,110 (44)	35,120 (26)
By years in business:			
1-3	$23,730 (19)	$25,710 (11)	$21,000 (8)
4-10	32,220 (55)	32,330 (32)	32,070 (23)
11-15	37,000 (17)	40,400 (5)	35,580 (12)
16-25	47,680 (20)	51,400 (14)	39,000 (6)
Over 25	42,250 (9)	44,670 (7)	33,750 (2)
Responsible for:			
One magazine	$37,180 (86)	$39,130 (51)	$34,350 (35)
More than one magazine	28,990 (33)	31,310 (17)	26,530 (16)

†Refers to the magazine with the largest circulation on which respondent works.

"Unless you bargain and negotiate through strength and threats of finding another job, raises or other forms of adjustments in compensation are impossible to come by."

Editor in the Midwest, making $50,000.

"After completing this survey, I have decided it is time to look around for something better—thanks for the incentive."

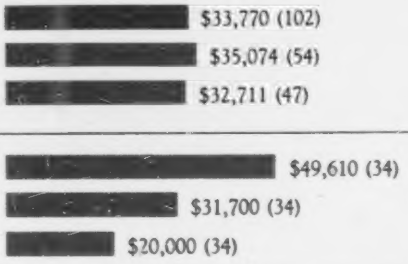
Editor in the Northeast with seven years of experience, earning a salary in the mid-twenties.

"My salary is low, compared to the compensation of other department heads (advertising, circulation) but anyone interested in editorial should know that."

Editor of a business publication located in the Northeast, with 12 years of experience, earning $30,000.

Managing editor, executive editor

Average salaries (The number of respondents is in parentheses.)



	Average	Average business	Average consumer
By region:			
Northeast	$36,930 (42)	$37,900 (26)	$35,360 (16)
South Atlantic	36,800 (11)	37,000 (7)	36,450 (4)
Northcentral	32,520 (20)	32,830 (14)	31,790 (6)
Southcentral	21,780 (5)	25,000 (1)	20,980 (4)
Western	27,220 (19)	27,480 (6)	27,090 (13)
By average editorial pages produced annually:			
To 499	$29,070 (26)	$28,860 (15)	$29,320 (11)
500-999	31,770 (39)	31,700 (18)	31,830 (21)
1,000-1,499	32,700 (13)	37,910 (7)	26,620 (6)
Over 1,500	32,450 (24)	46,930 (13)	29,860 (11)
By no. of editors on staff:			
1	$21,650 (6)	$19,000 (3)	$24,300 (3)
2-5	29,850 (43)	30,840 (28)	28,000 (15)
6-10	31,530 (26)	34,270 (11)	29,550 (15)
11-20	42,970 (13)	44,170 (5)	42,220 (8)
Over 20	49,060 (13)	53,610 (7)	43,760 (6)
By frequency:†			
Weekly	$42,060 (4)	$43,130 (2)	$41,000 (2)
Monthly	31,960 (59)	31,330 (27)	32,500 (32)
Biweekly or semimonthly	38,520 (16)	41,450 (12)	29,950 (4)
Quarterly	21,040 (5)	18,500 (1)	21,680 (4)
Other	38,470 (17)	37,170 (12)	41,600 (5)
By circulation:†			
To 19,999	$26,850 (15)	$26,290 (12)	$29,070 (3)
20,000-49,999	30,980 (20)	31,390 (17)	28,730 (3)
50,000-99,999	32,540 (13)	40,960 (8)	19,080 (5)
100,000-499,000	37,080 (40)	42,190 (17)	33,310 (23)
500,000 and over	40,690 (11)	——(0)	40,690 (11)
By sex:			
Female	$30,860 (50)	$32,280 (27)	$27,980 (23)
Male	37,770 (50)	37,860 (27)	37,650 (23)
By years in business:			
1-3	$22,530 (22)	$24,430 (13)	$20,180 (9)
4-10	32,050 (34)	31,170 (11)	33,640 (23)
11-15	35,030 (21)	35,740 (11)	34,260 (10)
16-25	44,220 (16)	41,210 (12)	53,130 (4)
Over 25	48,860 (7)	52,420 (6)	27,000 (1)
Responsible for:			
One magazine	$33,410 (77)	$33,560 (45)	$33,200 (32)
More than one magazine	35,800 (24)	42,670 (9)	31,680 (15)

†Refers to the magazine with the largest circulation on which respondent works.

"I feel I am underpaid—working full time for my favorite charity: the magazine."

Managing editor in the West, earning $16,200.

"I am embarrassed when my friends discuss their salaries, yet they would trade their careers in a minute for my 'glamour' job."

Managing editor in the South earning a salary in the mid-teens, working for a consumer magazine.

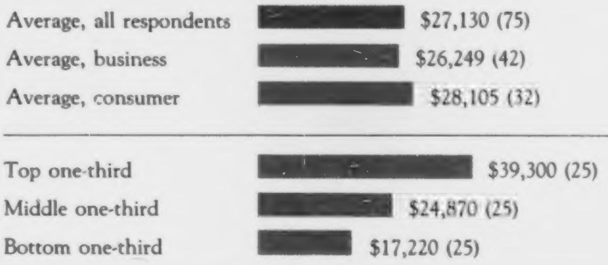
"My yearly bonus is based on a percentage of salary earned when advertising sales go above predetermined quotas."

Managing editor from the New York City area, getting a yearly bonus of $1,500.

Senior editor, associate editor*

"It's like my mom said—'You won't get rich being a writer.'"
Senior editor in the Midwest with 10 years of experience, earning $22,000.

Average salaries (The number of respondents is in parentheses.)



	Average	Average business	Average consumer
By region:			
Northeast	$29,280 (34)	$27,620 (17)	$30,940 (17)
South Atlantic	30,430 (7)	31,670 (6)	24,000 (1)
Northcentral	26,300 (16)	26,380 (11)	26,120 (5)
Southcentral	20,400 (2)	20,400 (2)	—(0)
Western	22,050 (15)	18,660 (6)	24,310 (9)
By average editorial pages produced annually:			
1-499	$22,560 (19)	$22,960 (9)	$22,190 (10)
500-999	29,700 (27)	28,540 (15)	31,160 (12)
1,000-1,499	27,280 (16)	27,450 (10)	27,000 (6)
Over 1,500	28,960 (5)	24,600 (3)	35,500 (2)
By no. of editors on staff:			
1	$27,500 (1)	$27,500 (1)	—(0)
2-5	23,050 (31)	23,550 (20)	22,140 (11)
6-10	27,680 (20)	30,500 (9)	25,360 (11)
11-20	32,600 (8)	31,590 (5)	34,270 (3)
Over 20	35,000 (10)	32,630 (4)	36,580 (6)
By frequency:†			
Weekly	$41,670 (3)	$36,000 (1)	$44,500 (2)
Monthly	27,500 (44)	25,180 (25)	30,560 (19)
Biweekly or semimonthly	24,650 (8)	26,650 (4)	22,650 (4)
Quarterly	28,750 (4)	30,330 (3)	24,000 (1)
Other	23,640 (15)	26,000 (9)	19,200 (6)
By circulation:†			
To 19,999	$19,750 (6)	$19,750 (6)	—(0)
20,000-49,999	23,950 (17)	24,250 (15)	21,950 (2)
50,000-99,999	28,600 (14)	28,690 (9)	28,440 (5)
100,000-499,000	24,890 (22)	30,000 (8)	22,020 (14)
500,000 and over	36,140 (14)	33,670 (3)	36,820 (11)
By sex:			
Female	$23,910 (29)	$21,940 (18)	$27,130 (11)
Male	29,080 (45)	29,480 (24)	28,620 (21)
By years in business:			
1-3	$18,560 (20)	$17,280 (14)	$21,550 (6)
4-10	26,820 (33)	27,240 (17)	26,380 (16)
11-15	25,560 (9)	30,000 (4)	22,000 (5)
16-25	41,770 (11)	39,640 (7)	45,000 (4)
Over 25	56,000 (1)	—(0)	56,000 (1)
Responsible for:			
One magazine	$26,990 (59)	$26,370 (35)	$27,890 (24)
More than one magazine	27,310 (15)	25,660 (7)	28,760 (8)

*Associate editor includes staff editor, technical editor, news editor and fiction editor.
†Refers to the magazine with the largest circulation on which respondent works.

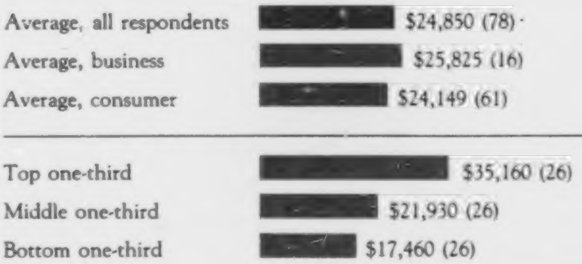
"The salary structure in this company is based more on a publication's size (circulation, revenues) than on who's the most productive. Although my magazine is a small fish in a big pond, I'm as conscious of quality as any editor in this company and I should be paid as such."
Associate editor in the Northeast, making $31,000.

Copy editor

> ***"The salary never seems to justify the job's pressures, deadlines and headaches; bonuses and other benefits would go a long way to alleviate that feeling, but support staffs rarely get that advantage."***
>
> Chief copy editor in the Northeast, earning a salary in the mid-thirties.

> ***"My salary is terribly low, considering the amount of expertise and work that go into this job. The discrimination against women in terms of monetary compensation in this industry is horrendous."***
>
> Woman senior copy editor in the Northeast, earning a salary in the high teens.

Average salaries (The number of respondents is in parentheses.)

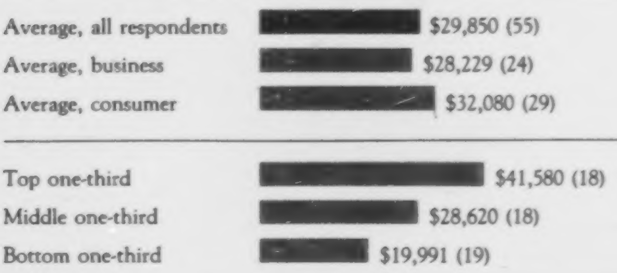


	Average	Average business	Average consumer
By region:			
Northeast	$26,200 (50)	$26,540 (13)	$26,080 (37)
South Atlantic	20,420 (6)	—— (0)	20,420 (6)
Northcentral	20,750 (4)	19,000 (1)	21,330 (3)
Southcentral	18,620 (6)	19,200 (1)	18,500 (5)
Western	23,560 (11)	30,000 (1)	22,920 (10)
By average editorial pages produced annually:			
1-499	$27,240 (7)	—— (0)	$27,240 (7)
500-999	22,940 (31)	21,800 (4)	23,070 (27)
1,000-1,499	21,830 (12)	19,500 (2)	22,290 (10)
Over 1,500	27,740 (18)	21,070 (7)	28,060 (11)
By no. of editors on staff:			
1	——(0)	——(0)	—— (0)
2-5	$19,920 (8)	$18,500 (2)	$20,390 (6)
6-10	20,550 (28)	22,170 (6)	20,130 (22)
11-20	24,210 (21)	24,500 (3)	24,160 (18)
Over 20	32,610 (18)	33,940 (5)	32,090 (13)
By frequency:†			
Weekly	$33,250 (4)	$17,000 (1)	$38,670 (3)
Monthly	22,920 (52)	20,030 (7)	23,370 (45)
Biweekly or semimonthly	22,760 (9)	24,500 (2)	22,270 (7)
Quarterly	——(0)	——(0)	—— (0)
Other	29,710 (12)	34,500 (6)	24,930 (6)
By circulation:†			
To 19,999	$19,000 (1)	$19,000 (1)	——(0)
20,000-49,999	19,800 (2)	—— (0)	19,800 (2)
50,000-99,999	18,950 (11)	18,600 (5)	19,230 (6)
100,000-499,000	23,450 (31)	28,710 (7)	21,910 (24)
500,000 and over	29,510 (28)	42,600 (2)	28,500 (26)
By sex:			
Female	$24,200 (57)	$27,250 (13)	$23,300 (44)
Male	25,550 (19)	19,670 (3)	26,650 (16)
By years in business:			
1-3	$18,830 (22)	$17,000 (4)	$19,240 (18)
4-10	24,260 (39)	24,720 (9)	24,130 (30)
11-15	30,990 (13)	—— (0)	30,990 (13)
16-25	(0)	—— (0)	—— (0)
Over 25	66,000 (1)	66,000 (1)	—— (0)
Responsible for:			
One magazine	$24,770 (66)	$25,840 (14)	$24,480 (52)
More than one magazine	22,880 (11)	25,750 (2)	22,240 (9)

†Refers to the magazine with the largest circulation on which respondent works.

Art director

Average salaries (The number of respondents is in parentheses.)



	Average	Average business	Average consumer
By region:			
Northeast	$31,490 (21)	$28,000 (10)	$34,840 (11)
South Atlantic	31,340 (7)	33,200 (2)	30,600 (5)
Northcentral	28,150 (11)	32,530 (6)	22,800 (5)
Southcentral	28,130 (4)	26,130 (3)	34,120 (1)
Western	29,180 (11)	19,670 (3)	32,750 (8)
By average editorial pages produced annually:			
1-499	$26,780 (16)	$21,080 (6)	$30,200 (10)
500-999	30,870 (25)	29,360 (14)	32,800 (11)
1,000-1,499	33,750 (4)	——(0)	33,750 (4)
Over 1,500	27,100 (5)	32,550 (2)	23,500 (3)
By frequency:†			
Weekly	$37,000 (1)	——(0)	$37,000 (1)
Monthly	28,970 (28)	28,930 (15)	31,240 (13)
Biweekly or semimonthly	28,530 (8)	22,000 (1)	29.460 (7)
Quarterly	24,000 (2)	18,000 (1)	30,000 (1)
Other	31,370 (15)	29,070 (7)	33,380 (8)
By circulation:†			
To 19,999	$27,500 (1)	$27,500 (1)	——(0)
20,000-49,999	24,890 (11)	24,760 (9)	25,500 (2)
50,000-99,999	25,370 (12)	26,030 (6)	24,700 (6)
100,000-499,000	33,420 (18)	35.140 (7)	32,330 (11)
500,000 and over	37,050 (10)	25,000 (1)	38,390 (9)
By sex:			
Female	$27,580 (27)	$25,070 (15)	$30,670 (12)
Male	32,560 (27)	33,490 (9)	32,100 (18)
By years in business:			
1-3	$22,310 (7)	$23,840 (5)	$18,500 (2)
4-10	27,300 (29)	26,340 (13)	28,060 (16)
11-15	32,860 (7)	25,000 (1)	34,170 (6)
16-25	38,650 (7)	33,800 (3)	42,280 (4)
Over 25	43,880 (4)	44,750 (2)	43,000 (2)
Responsible for:			
One magazine	$31,380 (24)	$26,490 (7)	$33,420 (17)
More than one magazine	29,010 (30)	28,950 (17)	29,080 (13)

†Refers to the magazine with the largest circulation on which respondent works.

"I am overworked and grossly underpaid. I put out five magazines a month."

Art director in the northeast with two years of experience, earning $24,000.

"The money is never enough compared to the time and energy put into the job."

Art director in the northeast earning $24,000.

"It seems that for the kind of work that artists and editors do, which is often grueling and involving long hours, we are some of the lowest paid folks I know."

Art director in the South with eight years of experience, earning a salary in the high teens.

Average amount of bonuses received by title:

Average bonuses (The number of respondents is in parentheses.)

	Editorial management	Editor	Managing and executive editor	Senior and assoc. editor	Copy editor	Art director
Total Average Bonus	$5,360 (28)	$2,360 (60)	$1,640 (46)	$1,790 (42)	$1,490 (33)	$2,050 (34)
By region						
Northeast	$6,250 (11)	$2,340 (24)	$1,510 (17)	$1,540 (17)	$2,050 (17)	$2,700 (15)
South Atlantic	3,640 (5)	1,730 (6)	4,250 (4)	2,220 (5)	525 (2)	1,880 (5)
Northcentral	8,400 (5)	790 (19)	1,210 (9)	2,350 (9)	690 (4)	900 (5)
Southcentral	—— (0)	4,700 (6)	500 (3)	500 (2)	1,240 (4)	650 (2)
Western	1,410 (5)	2,110 (11)	1,700 (11)	1,650 (8)	920 (6)	2,000 (7)
By circulation:†						
To 49,999	$4,530 (13)	$2,640 (31)	$1,896 (15)	$1,653 (15)	—— (0)	$1,930 (9)
Over 50,000	6,620 (13)	2,187 (27)	1,543 (30)	1,848 (25)	1,568 (20)	2,160 (23)
By sex:						
Female	$3,740 (5)	$2,350 (24)	$1,240 (25)	$1,530 (19)	$1,520 (22)	$1,640 (17)
Male	5,780 (22)	2,416 (33)	2,212 (20)	1,932 (22)	1,840 (11)	2,460 (17)

†Refers to the magazine with the largest circulation on which respondent works.

Percentage receiving deferred compensation/bonus by title:

	Editorial management	Editor	Managing and executive at top	Senior and assoc. editor	Copy editor	Art director
Total respondents	**47**	**117**	**100**	**74**	**70**	**54**
Total average who are receiving:						
Deferred Compensation	51.06%	52.99%	49.00%	63.51%	55.71%	62.96%
Bonus	57.45	49.57	44.00	52.70	41.43	62.96
Both	34.04	26.50	2[illegible].00	33.78	24.29	42.59
Total respondents	**26**	**68**	**53**	**42**	**15**	**26**
Business average:						
Deferred	57.69%	57.35%	58.49%	71.43%	53.33%	73.08%
Bonus	61.54	52.94	41.51	57.14	40.00	73.08
Both	38.46	29.41	32.08	35.71	20.00	53.85
Total respondents	**21**	**49**	**47**	**32**	**55**	**28**
Consumer average:						
Deferred	42.86%	46.94%	38.30%	53.13%	56.36%	53.57%
Bonus	52.38	44.90	48.94	46.88	41.82	53.57
Both	28.57	22.45	21.28	31.25	25.45	32.14
Total respondents	**27**	**62**	**34**	**25**	**3**	**13**
By circulation:†						
To 49,999						
Deferred	40.74%	46.77%	52.94%	64.00%	33.33%	61.54%
Bonus	51.85	50.00	44.12	64.00	——0	76.92
Both	25.93	24.19	29.41	44.00	——0	46.15
Total respondents	**31**	**55**	**66**	**49**	**67**	**4**
Over 50,000:						
Deferred	41.94%	60.00%	46.97%	63.27%	58.21%	63.41%
Bonus	41.94	49.09	45.45	51.02	43.28	58.54
Both	29.03	29.09	25.76	36.73	26.87	41.46

†Refers to the magazine with the largest circulation on which respondent works.

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pecial focus:
press and production

Folio:

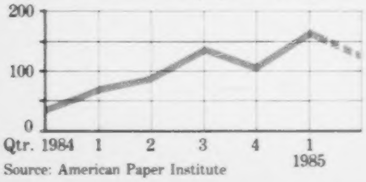
AUGUST 1985 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.00

Print 85 report

Pre-press equipment changing rapidly

Typesetting, pagination and image processing equipment introduced at this key exhibition is easier to use, less expensive than earlier models, and more accessible. Consultant Jack Powers compares your new options. **85**

Imports of coated paper (000) tons



Source: American Paper Institute

Foreign paper here to stay

Contracts, reliability and long-term attitude by foreign paper mills have helped them secure a foothold in the U.S. market. **21**

Cosmopolitan's Helen Gurley Brown tells all

The famous editor reveals how she's kept the magazine fresh and sassy for two decades. **73**

Are women better at ad sales?

Many strong opinions are expressed by women and men in management and in the sales force as to women's strengths and weaknesses on the job. **112**

Early postal rate hike possible

In first year of rate cycle when the USPS should be "flush with cash," postmaster says it is looking at possible half-billion-dollar deficit. Earlier-than-usual rate hikes may be needed to meet spiraling operating costs. **44**

August 1985

How should you purchase your paper? 96

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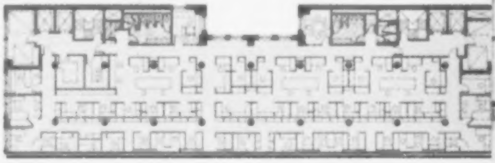

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do a thorough job on some of your other assumptions."

Other mistakes frequently made in assessing the advertising potential of an acquisition property, according to Sarbin:

•Being too easy going about challenging the assumptions presented in a black book. Plausible as the projected ad linage, rates and revenues may look, the document has, "nine times out of 10," been prepared by someone with a special interest in making the sale, and has been examined by someone in the potential buyer's organization who has "fallen in love" with the project, noted Sarbin. "It pays, as a matter of discipline, to challenge the principal assertions," he said.

"There is another side to the matter of assumptions which is worth noting," he added. "Sometimes, people right at the top, having achieved the kind of success that gives them confidence and control over the financial resources needed to acquire, will operate from their own assumptions. 'That's the way we've always done it' and 'That's what works for us' sometimes get in the way of an objective examination of an acquisition proposal."

•Insensitivity to differences in style between the buyer's and seller's organization. "Without a sense of fit, of accommodation of styles, one could be buying problems rather than profits," Sarbin warned. If the company being acquired is very successful, this may mean asking whether your company can adjust to *it*, rather than vice versa, he pointed out.

•Too much emphasis on ratios, or industry relationships between revenue and the cost of some components of the ad sales system. Money spent on market and media research by a particular company, for example, must be looked at in relation to its own revenues and profits.

•Too much emphasis on trying to cut corners. "Too often, I believe, we approach the advertising, promotion, research, market services and public relations functions saying, 'Where can we save money' and 'Where can we cut?' " he said. "It's fine to ask the question, but more often than not, in my experience, the prior owner has *underspent* in these areas. And the new owner needs to make an investment up front on research and promotion to give added support to the sales team.

"Building an image, standing out from the crowd, carving out a position that gives Madison Avenue a warm and positive feeling about your magazine, cannot be done with a mindset that says, 'Let's cut,' " Sarbin emphasized.☐

6% hike in paper use expected in '85-'86

MPA survey also finds that 94% of respondents have at least normal inventory

New York City—Consumer magazine publishers are expected to increase their paper use by 2.3 percent this year, as compared with 1984, and by 3.9 percent in 1986 over 1985's, according to a Magazine Publishers Association survey of its members. In total, the 99 responding publishers will be using 6.3 percent more paper in

Consumer magazine paper use, by basis weight

Basis weights in lbs.	1984	1985	1986
34 and below	34.5%	34.8%	35.2%
36	15.3	13.5	13.5
38	3.2	5.8	4.6
40	24.5	24.8	25.8
43-50	12.0	10.4	10.1
60+	10.5	10.7	10.8
Total	100.0%	100.0%	100.0%

Source: 1985 MPA paper survey, based on responses from 99 magazine publishers

***Thirty-four pound and below** basis weight papers continue to be those most favored by consumer magazines, although 40 pound papers also account for a large and growing share of this market.*

Consumer magazine paper use, by grade

	1984 Actual	1985 Projected	% Change vs. 1984	1986 Projected	% Change vs. 1985
Coated groundwood	1,146,849 tons	1,165,261 tons	+ 1.6	1,224,286 tons	+ 5.1
Coated free	134,259	147,001	+ 9.5	149,685	+ 1.8
Uncoated groundwood	210,194	215,574	+ 2.6	221,078	+ 2.6
Uncoated free	18,547	18,112	- 2.3	19,043	+ 5.1
Imports	67,406	67,459	—	62,334	- 7.6
Total tonnage	1,577,255	1,613,407	+ 2.3	1,676,426	+ 3.9

Source: 1985 MPA paper survey, based on responses from 99 magazine publishers

***Coated groundwood** is still far and away the grade of paper most used by consumer magazine publishers, representing 73 percent of total tonnage expected to be used between 1984 and 1986. Use of coated free sheet will increase considerably during 1985, according to surveyed publishers, but will show slower growth in 1986.*

1986 than they did in 1984, this survey indicates.

It also found that 81 percent of respondents currently have what they consider a normal amount of paper inventory, 13 percent had more than normal, and 6 percent, less. In sharp contrast, in 1984, only 64 percent of publishers reported that they had a normal inventory of paper, 4 percent responded they had more than normal, and a full 32 percent stated inventory was below normal.

The 99 respondents (210 publishers were asked to participate) included all of the biggest magazine paper users, according to an MPA spokesperson, who notes that most had answered by mid-March. MPA sent questionnaires to all its members as well as to *TV Guide* and *National Geographic*—two nonmembers that use particularly large amounts of paper.

Among the survey's other findings:

•Coated groundwood continues to be the predominant grade of paper among magazine publishers, accounting for 73 percent of the total tonnage expected to be used from 1984 to 1986. Survey participants indicated they would use 1.6 percent more coated groundwood in 1985 as compared to 1984, and 5.1 percent more in 1986 than in 1985.

•There will be little shift in basis weights used over the period 1984 to 1986. Thirty-four pound and lighter paper remains predominant (accounting for 34.8 percent of total tonnage used this year), followed by 40 pound (accounting for 24.8 percent).

•In 1985, 71.4 percent of total tonnage ran on offset presses while 28.3 percent ran on gravure presses; and a statistically insignificant amount ran on letterpress. Little change is expected in 1986.

•Imported paper accounted for 4.3 percent of total usage in 1984 and is expected to account for 4.2 percent in 1985 and 3.7 percent in 1986. (See related Update, page 21, this issue.)☐

Hearst reorganizes

Hearst has split its magazine division into two groups, and has placed an executive vice president at the helm of each group.

K. Robert Brink, who had been general manager of the New York City-

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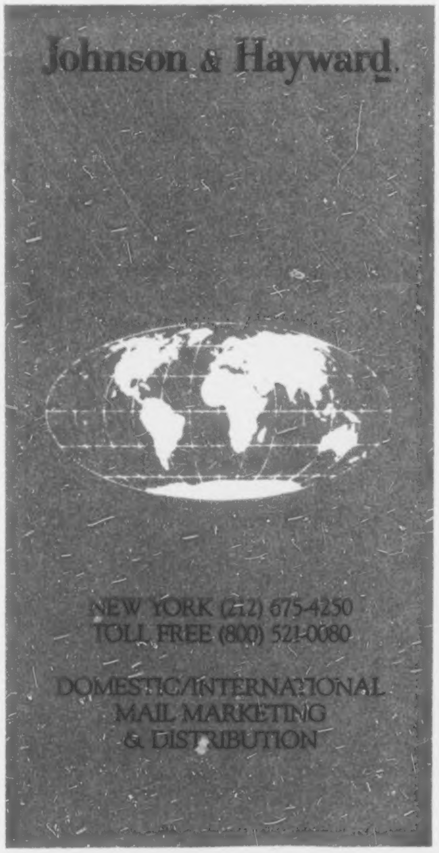
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For-profits benefiting from nonprofit postage breaks

$705,000 in postage saved on one insurance promotion mailed by nonprofit group, GAO study finds

Washington, D.C.—As Congress debates the future of the Federal revenue-foregone subsidy for the preferred mailers, a recently released General Accounting Office (GAO) study has found that postage discounts designed to benefit nonprofit organizations are being used by for-profit companies that link up with nonprofit groups. Products that have been sold through such arrangements include insurance, seminars and commemorative clocks and watches.

In one case cited by GAO, a nonprofit organization sold insurance underwritten by a private insurance company. A total of $705,000 was saved in one year by using a nonprofit mailing permit on the third class solicitations. Although GAO said that such uses of nonprofit permits technically do not violate postal regulations, it also found that they constitute "a significant competitive advantage to the users."

The study was undertaken at the request of Rep. William Dannemeyer and former representative Tom Corcoran. When the request was made early in 1984, both Congressmen were members of the House Committee on Post Office and Civil Service.

Loophole in regulation

The GAO study reports that, according to the Postal Service's rules, an organization authorized to mail at the preferred rate may mail only its own matter at those rates. This prohibition, however, does not preclude the mailing of matter which can produce benefits for both the nonprofit group and a profit-making organization.

The report details several cases wherein nonprofit organizations entered into the agreements with for-profit companies. This resulted in large quantities of commercial-type promotional material being mailed at discount rates. Financial arrangements differed, but in each case both the nonprofit group and the for-profit company shared in the proceeds.

Nonprofit groups involved included a university, a business school, an alumni association and an educational and philanthropic association.

Stating that the cited cases were only examples of what others were also doing, GAO officials would identify neither the nonprofit groups nor the companies with which they worked.

In the insurance solicitation, mailings made by a nonprofit group to solicit members also offered members health insurance underwritten by a private company. Millions of pieces of such material were mailed at the nonprofit rate. Applications for insurance were mailed back to the association. The association, according to its lawyer, received an administrative fee for processing the applications. At one point the Postal Service revoked the association's authorization to mail at nonprofit rates. But the association appealed in court, and the Postal Service eventually backed down.

Although no estimate is given as to how much of the revenue-foregone subsidy is spent on such nonprofit/profit mailings, the GAO notes that $511 million of the 1985 revenue-foregone appropriation of $801 was spent on third class nonprofit mail.☐

Breakdown of current revenue-foregone appropriation, fiscal 1985

	($ millions)
Second class:	
In-county	$72
Nonprofit	59
Classroom	5
Regular-rate	18
Third-class:	
Nonprofit	511
Fourth class:	
Library	50
Free for blind, etc.	34
Reconciling adjustment:	52

Source: General Accounting Office

Weighted to third class nonprofits: *Currently, about 70 percent of the total $801 million revenue-foregone postal appropriation is used to subsidize third class nonprofit mail. A General Accounting Office study recently found that some nonprofit mailers have joined with for-profit firms to send commercial promotions at nonprofit rates.*

Wrapping pallets no longer necessary

Switch to pref network reduces likelihood of damaged magazines

Des Moines, Iowa—Publishers can save some money on preparation of magazine pallets, now that magazines are no longer "worked over" by the brutal automated handling in bulk mail centers (BMCs).

Before the switch over to the preferential mail network earlier this year, the Postal Service required that palletized magazines be bound both with straps and shrink plastic to reduce the chance of damage during handling in BMCs, explains James W. Schemmel, a director of distribution for Communication Data Services, a fulfillment company. Now, however, bundles on state distribution pallets being sent through the pref network never have to go through a BMC, says Schemmel, who chaired a session on second class

88% of monthlies delivered late

Publication delivery box score: Monthly second class publications January-March 1985

City	Better than USPS service standard	Service standard	1-3 days late	4-6 days late	7-10 days late	Later
Composite average*	5%	7%	36%	28%	15%	9%
Boston (Area 021)	3	9	39	21	23	5
Boston (Area 022)	14	29	14	14	0	29
New York (Area 100)	0	0	20	40	30	10
Buffalo	2	6	47	14	24	6
Pittsburgh	1	0	36	29	22	12
Philadelphia	2	6	15	29	29	19
Washington, D.C.	11	4	30	26	22	7
Atlanta	8	10	28	23	21	10
Miami	14	15	39	23	6	3
Memphis	6	2	22	33	27	10
Cincinnati	8	13	28	34	10	7
Detroit	4	0	22	44	20	10
Milwaukee	4	0	15	63	13	5
Minneapolis	3	2	46	28	15	6
Chicago	2	4	32	41	11	10
New Orleans	0	0	24	40	18	18
Dallas	5	11	42	25	10	7
Houston (Area 770)	7	12	47	20	10	4
Denver	7	6	36	21	21	9
Salt Lake City	4	8	38	38	12	0
Los Angeles	1	2	40	24	24	13
San Francisco	10	12	32	26	14	6
Seattle	3	11	41	33	5	7

*Including other U. S. cities and SCFs not listed
Source: Red Tag News Publications, Inc.

The percentage of monthly second class publications delivered on time or sooner, decreased during the first quarter of 1985, the third consecutive quarter in which delivery statistics have shown a decline in service, according to the Red Tag News Publications Association. But, an association executive notes that while service is poor, some or all of the apparent decline compared to previous quarters may be due to the fact that the parameters used to analyze statistics have changed. Since all second class publications are now in the surface preferential mail network, delivery standards are stricter.

Statistics gathered by Red Tag show that in the first quarter of 1985 only 12 percent of monitored monthly publications were delivered on time (service standard) or sooner (better than service standard). Throughout the fourth quarter of 1984, 24 percent of the monthlies were delivered on time or sooner. During the third quarter and second quarter, 28 percent and 43 percent, respectively, received delivery service that met or exceeded standards.

Frank Strupeck, the general manager for Red Tag News Publications, explains that the association's monitoring system judges delivery against the applicable Postal Service standards. During 1984, as monthlies gradually shifted from the ordinary second class system into the faster pref network, the delivery standards against which they were judged grew stricter.

As of January 1, 1985, however, all monthlies were permanently part of the pref network. Quarter to quarter comparisons of delivery statistics, he says, will again be possible when second quarter of 1985 figures are ready.

Strupeck comments that he doesn't know how the second quarter will shape up for monthlies. He does note, however, that delivery of weeklies and dailies, which Red Tag analyzes on a monthly basis, has improved during the first months of 1985. In January, only 28 percent of the weeklies were delivered on time or sooner. In April, 42 percent were delivered on time or sooner.

C3935-1

Folio:

Research: PCs prompt cries for more

Research pros from 16 publishing companies explain their projects and priorities. All agree: Low-cost PCs have increased demand for more extensive and sophisticated in-house analysis. **94**

Ad dollar growth expectations down

Eight percent ad revenue gains for magazines now predicted by McCann-Erickson media exec Robert Coen, down from original 10 percent forecast. Total media growth forecast lowered from 9.7 percent to 9.1 percent. **19**

Best publication design: '85 winners

Award winners for cover, entire publication, single-copy issue design and other categories judged by the Society of Publication Designers. **84**

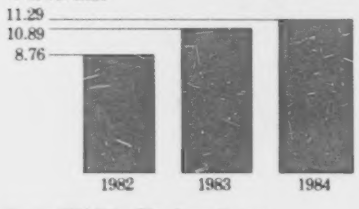
Why foreign publishers buy U.S. properties

Rupert Murdoch, Australian-born communications empire builder, tells why he and other overseas publishers see this country as "the land of opportunity" for expansion. More favorable libel laws, better pay scales, fewer labor problems are among many reasons. **144**

Pre-tax profits grow to 11.29%

For second year in a row, operating profits as a percentage of revenue are up, according to MPA/Price Waterhouse financial survey. The biggest contributor to revenue is once again advertising, at 51.91 percent. **19**

Magazine operating profit before taxes



Source: MPA/Price Waterhouse Survey

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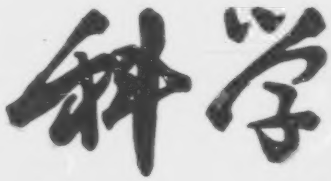
Good research doesn't necessarily take a pro, but it does mean understanding the basics, explained here by Technical Publishing's Jane Rogers.

China beckons Western magazines 46

Scientific, industrial and educational publications are being welcomed into China. Consumer magazine publishers await their chance to reach this billion-plus population.



Evaluating magazines using discounted cashflow 80

At first glance, discounted cashflow is a straightforward and reliable measure of a magazine investment, but it must be applied with care and understanding.

Don't misuse the premium 125

If the consumer can mistakenly believe that the value of a premium is more than the cost of the subscription, there is a problem about what is truly being sold.

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Improved quality and lower cost are expected to result from the introduction of laser and electron beam etching to gravure by two competing equipment makers.

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UPDATE

Ad sales expected to remain flat

Lethargic ad sales caused by sluggish economy

New York City—Publishers of consumer magazines are calling the second half advertising situation everything from "mixed" to "terrible." Their colleagues in the business press, though somewhat more optimistic, also see the second half as flatter than had been expected at the start of the year.

The gloomy mood among some consumer publishers reflects continued slow ad sales, after a less than stellar first half. Although ad revenues were up about 8 percent for the first six months due to rate increases, pages were showing a slight decline compared to last year, Publishers Information Bureau figures indicated. And, while industry analysts never expected consumer magazines to match or exceed the 8.5 percent page gain and 16.5 percent revenue gain logged in 1984—a year boosted by the Olympics, a presidential election and a heated economy—the statistics in the first half did not even support earlier predictions of modest growth for 1985.

For instance, McCann-Erickson's Robert Coen, senior vice president and director of forecasting, revised his advertising outlook figures downward in July. He now projects ad pages to be flat or down slightly for all of 1985, instead of showing the 2 percent to 4 percent growth he had forecast at the start of the year. Coen estimates that ad revenues will finish up about 8 percent for 1985 because of rate hikes and premi-

CONTINUED ON PAGE 25

Revised 1985 ad revenue outlook

	% Over '84	$(000,000)
Magazines	8%	$ 5,330
National newspapers	7	3,300
Network television	3	8,780
Spot television	8	6,235
Cable TV	25	585
Radio	9	1,655
Direct mail	11	15,320
Other national	9	12,625
Total national	8.3	53,830
Total local	10.2	42,010
Grand total	9.1%	$95,840

Source: Robert Coen, senior vice president, director of forecasting McCann-Erickson

Up—but not to expectations: *Media forecaster Robert Coen scaled back his '85 advertising projections. In total, advertisers will spend 9.1 percent more this year than last—down slightly from Coen's original 9.7 percent. Magazine revenues will be up 8 instead of 10 percent.*

Pre-tax profits grow to 11.29%

Advertising edges out circulation as largest contributor to revenue, MPA/Price Waterhouse survey reveals

New York City—Average magazine pre-tax operating profits rose to 11.29 percent in 1984, up from 10.89 percent in 1983, according to the annual Magazine Publishers Association/Price Waterhouse Financial Survey. The increase marks the second year in a row that operating profits as a percentage of revenues have risen.

Assuming a corporate tax rate of 46 percent, net income for the 172 magazines responding to the survey was 6.1 percent, up slightly from the 5.88 percent reported by 1983's 154 participants.

Magazines' total costs dropped again in 1984 to 88.71 percent of total revenues, making the higher operating profits possible. In 1983, total costs registered 89.11 percent, and in 1982 they were 91.24 percent. Costs as a percent of sales were shaved in the areas of circulation, administration and manufacturing and distribution, the survey shows, whereas advertising, editorial and other operational costs all rose during 1984.

Advertising regained its place as the largest contributor to total revenue in 1984. According to the survey, net ad receipts accounted for 51.91 percent of revenue, whereas circulation income contributed 48.09 percent. That

Magazine pre-tax operating profits (losses) 1984:

As a % of total revenues, by circulation category

Less than 250,000	250,000–500,000	500,000–750,000	750,000–1,000,000	1,000,000–2,000,000	Over 2,000,000	Weekly/biweekly	Not-for-profit
6.58%	(3.78%)	5.48%	12.54%	9.03%	13.33%	14.24%	10.12%

As a % of total revenues, by annual ad revenues

Under $1 million	$1–2 million	$2–4 million	$4–10 million	$10–20 million	Over $20 million	Not-for-profit
5.80%	(10.88%)	(2.55%)	3.70%	11.47%	12.83%	10.12%

Source: MPA/Price Waterhouse

When categorized by circulation, *weekly/biweekly magazines showed the highest pre-tax operating profit last year. Magazines with circulations of 250,000 to 500,000 showed an operating loss, but a slightly smaller one than the 4.05 percent loss that category showed in 1983's survey. When categorized by annual ad revenues, magazines with over $20 million in ad sales had the highest operating profit. Those with between $1 million and $2 million in ad revenue showed an even worse operating loss than 1983's loss of 8.45 percent.*

reverses last year's outcome, when circulation revenues, at 50.13 percent, were higher than ad revenues for the first time.

It should be noted that the revenue recorded from advertising is net revenue--that is, after agency discounts are deducted—while circulation revenue is gross revenue, without any discounts taken out.

In terms of operating profits by circulation category, the category with the highest profit, 14.24 percent, was the weekly/biweekly group, regaining the lead it lost last year to magazines with greater than two million circulation. That category posted the second highest operating profit this year, at 13.33 percent. In 1983, the two-million group led with a 13.26 percent profit, while the weekly/biweekly group showed a profit of 13.02 percent.

As usual, the category with the poorest operating profit was the 250,000 to 500,000 group, registering a 3.78 percent operating loss in 1984. That was a slight improvement over 1983's performance, however, when the group logged a 4.05 percent loss.

When magazines were broken out in terms of annual advertising revenues, those with more than $20 million in ad sales had the highest operating profit at 12.83 percent of total revenue. This category was followed by the $10 million to $20 million group, which posted an 11.47 percent operating profit—down from 12.77 percent in 1983.

At the losing end of the scale was the group having $1 million to $2 million in ad revenue. It posted a 10.88 percent operating loss in 1984—worse than its performance in 1983, when losses for the group averaged 8.45 percent.☐

Summary of responses to MPA financial surveys

	% of total magazine revenues		
	1982	1983	1984
Revenue			
Net advertising revenues	50.19%	49.87%	51.91%
Gross subscription revenues	33.32	33.70	32.97
Gross single-copy revenues	16.49	16.43	15.12
Total magazine revenues	100.00	100.00	100.00
Advertising expenses	8.80	9.15	9.47
Circulation expenses	24.74	25.07	24.83
Editorial costs	8.24	8.40	8.66
Manufacturing and distribution expenses	39.51	36.90	36.55
Other operational costs	3.37	3.27	3.31
Administrative costs	6.58	6.32	5.89
Total magazine costs	91.24	89.11	88.71
Operating profit (before taxes)	8.76	10.89	11.29
Total number of magazines reporting	192	154	172

Source: MPA/Price Waterhouse

Costs were shaved *and operating profits rose for magazines last year, according to the MPA/Price Waterhouse survey. Advertising, which played second fiddle to circulation in 1983, regained its long-held place as the largest contributor to total revenue.*

Bob Birnbaum, consultant, dies

Robert B. Birnbaum, publishing management and marketing consultant died in June at the age of 63. Birnbaum was a FOLIO: columnist on electronic publishing, a contributing feature writer and a frequent speaker at The Folio:Show and Folio Publishing Week.

Among the many accomplishments in his 38-year publishing career were planning the *American Baby* cable television show; starting up two of Lebhar-Friedman's business publica-

CONTINUED FROM PAGE 19

Advertisers are budgeting cautiously for late '85

um pricing on insertions in regional and special demographic editions. The 8 percent figure, however, is lower than his earlier forecast of 10 percent growth.

Soft economy is culprit

The unexpectedly lackluster economy is cited by analysts and publishers as the main reason for the slowdown in advertising. Contributing to that is the falloff in certain boom categories, such as computers and utilities.

In addition, many publishers and agency executives said that concern over the Federal budget deficit, the flood of imports due to the high dollar and apprehension over the tax reform plan were forcing advertisers into a defensive posture. "The general attitude is 'play it close to the vest,' " says one agency executive.

Asked about the advertising picture for third quarter '85, Wes Silk, publisher of *Better Homes & Gardens*, says flat out, "It's terrible." And the fourth quarter outlook, he adds, "is not any better."

Edward Atorino, first vice president and media analyst at Smith Barney, Harris Upham, is projecting a 9 percent growth in magazine ad revenues for the year, which, he adds, "at the moment may be optimistic." The forecast is revised from one of 10 percent ad growth he made at the start of the year. Atorino says the second half could conceivably be better than the first half.

Alan Waxenberg, publisher of *Redbook*, says he is viewing the second half with "cautious optimism." October's and November's pages will be up slightly from last year, and overall *Redbook*'s second half should be better than the disappointing first half.

Confusion seems to reign among pubishers, advertising executives and analysts over what advertisers will do in late 1985. "No one is saying cut the budget, but no one's really spending either," remarks David Lehmkuhl, senior vice president and group media director at N. W. Ayer.

At Doyle Dane Bernbach, senior vice president-director of media planning Paul Zuckerman says advertisers

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are being more conservative in their spending and using media differently now. They are advertising to "protect their business" rather than doing "investment spending," as they did last year. "What I'm saying is, it's tight," Zuckerman states.

Two categories of advertising—computers and cigarettes—have been cited often as contributing heavily to magazines' sluggish advertising results. Cigarette advertising in PIB-measured magazines did indeed look poor in the first five months of the year. Total pages were down 20 percent from the '84 period, and revenue was off 15.5 percent. Computer advertising, too, was off in PIB magazines. Pages through May were down 17.4 percent, revenue down a slight 1.2 percent.

However, Adscope, a research firm that tracks all computer print advertising, reports something of a rebound in May and June for the computer category, leaving first half results much less disappointing than many may have thought. For the top 20 "end user" magazines, such as *Byte* and *PC*, computer ad pages for January through June '85 were up 22 percent, to 15,145 pages, from first half '84, according to Adscope. Even in general business publications—a group said to be hard hit by a pullout in computer advertising—pages for the first half '85 totaled 4,068, up 24.4 percent from the same period last year. Sheila Clark, vice president of marketing at Adscope, says she expects the good news to repeat itself in the fourth quarter.

Jack Patten, publisher of *Business Week*, which was hurt in the first half by a drop in high-tech advertising, also looks for a rebound in the fourth quarter: "Buyers have been waiting for new technology. A lot of PC's are in warehouses. Once people regroup, we'll see some good advertising in the fourth quarter."

Outlook in business press

The advertising outlook in the business press is a bit tougher to assess. No trade group collects page and revenue statistics, and the picture shifts depending on the industry being served. Overall, McCann-Erickson's Coen expects the healthy page gains of late 1984 and early '85 for business magazines to trail off somewhat in the second half of the year. A spot check with leading business publishers seems to confirm that.

"We've done reasonably well for the first half, but I expect the second half will be a little slower," reports Thomas Dempsey, chairman of Penton/IPC, which owns more than 20 magazines covering, among others, the construction and materials industries. Penton's first half saw page increases of 4 percent and revenue increases of 13 percent, according to Dempsey.

John Abely, president of Technical Publishing, calls the second half outlook a definitive "mixed." Running down some of the categories served by Technical's publications, he says medical magazines are up; those serving manufacturing segments are flat; data processing and high-tech magazines are down in the third quarter with a potential rebound in the fourth; and construction-related magazines are up.

Magazines serving the retail sector are showing poor performance, report several publishers. At Gralla Publications, Vice President Frank Rizzo says the advertising in most of their magazines is holding up well, except in retailing, where lack of consumer confidence in the economy has caused retail sales to sputter and advertising to drop. He sees the softness there continuing for the balance of the year.

In looking forward to next year, Lawrence Fornasieri, president and chief executive of Chilton Co., sums up the common preliminary outlook for 1986: "A repeat of '85," he says.☐

Selecting photos: Keep it simple

Clutter should be avoided in photos, as well as in articles, advises editor

■ *New York City*—The trick in selecting editorial photographs is to find the shot that conveys the desired concept quickly. For this reason, a good rule of thumb is to look for simplicity and lack of clutter in photos.

"A photograph with less is always better than a photograph with more," advises John Boykin, currently associate editor of *The Stanford Magazine* and lecturer for the Stanford Publishing Course; and who has worked as a photographer, graphic designer and writer. "You should say what you want to say and shut up. That's as true for photography as it is for writing," he said, speaking in a Folio Publishing Week seminar that dealt with what editors need to know about selecting and taking photographs.

According to Boykin, the famous *National Lampoon* cover that used a

Give b&w photo lab specific orders

When black-and-white film is brought to a lab for developing, it is important that the lab clerk be given clear and specific instructions as to what should be done with the film, advises editor/photographer John Boykin.

If undeveloped film is being brought in, the clerk should be told the ASA rating used in taking the photos. If prints are to be made, the clerk should be told, for example, whether areas of the print must be dodged or burned to make them lighter or darker, or if contrast on the photo needs to be decreased or increased.

In choosing a photo from a contact sheet, an editor shouldn't worry when the best image is a bit over- or underexposed, Boykin notes. All of the images

Photo by Vincent Colabella

A photo lab should make test prints to determine a photo's best printing exposure, advises John Boykin.

printers pay $300 to $400 an hour for labor on wet presses, so they don't like people sitting around. It's unfair to be chronically late at the printer."

- Try to avoid "creeping increases." A publisher should be aware that more and more regionals or split runs will result in increases. The printer will want to recover slow-down costs in binding and make-ready.
- Don't expect your printer to act as your warehouse. Your printer shouldn't be expected to keep your film and back issues for an unreasonable time, he said. Paolucci believes one or two months is reasonable. Printers try to be accommodating, but the publisher shouldn't take advantage of them.☐

More employees relocated

Publishing and printing industry has biggest jump in employee moves

New York City—The number of employees relocated by publishing and printing companies in 1984 jumped by 153 percent, the largest increase in any industry group, according to results of a recent survey sponsored by Merrill Lynch Relocation Management, Inc. The 17 publishing and printing companies surveyed relocated an average of 119 employees in 1984, as compared with an average of only 47 employees in 1983.

Personnel allocation tool

Among all industries surveyed, the average number of relocations rose 34 percent, from 140 in 1983 to 188 in 1984. The increase in transfer activity is attributed by Merrill Lynch to the recent strength of the United States economy and to the use of relocation as a tool for management development and efficient allocation of personnel. The particularly substantial increase in publishing and printing employee relocations, says Challen Armstrong, manager of marketing and communications at Merrill Lynch, was due to growth in the publishing field during 1984. "Businesses that did well had more relocations," she notes.

Respondents to the survey were selected from among firms on *Fortune*'s list of the top 750 industrial companies and from firms on the magazine's lists of top nonindustrial companies. Hagen Marketing Research Inc., which conducted the survey for Merrill Lynch, eventually polled 604 companies by telephone, 17 of which were involved in publishing or printing.

Costs revealed

The survey found that, on average, publishing and printing companies spent $28,430 on each transferred employee who was a homeowner for expenses such as shipping household goods, trips, sale of the old home and finding a new home. The average publisher or printer also spent an additional $6,000 per employee for such subsidy payments as cost of living allowances, mortgage interest differential allowances, mortgage assistance and tax assistance.

The average expenditure on home sale, home finding and transportation expenses among all industries was $27,250. For subsidy payments, the across the board average was $8,040.

Generally, companies that relocated the most employees offered them more benefits and spent more money per move. For example, companies which relocated less than 25 employees spent an average of only $23,470 per employee for home sale, home finding and transportation. Firms which moved 500 or more employees spent an average of $35,470 per employee for the same kinds of expenses.

Other survey findings:

- Asked about their expectations for 1985, one publishing and printing firm said it would probably have more transfers, four expected fewer transfers and 12 believed they would have no change.
- At printing and publishing companies, 29 percent of all transfers involved homeowners. The average among all industries was 57 percent.
- For transferred employees who are renters, one publishing and printing company reimbursed for differentials in rents from one area to another, 16 paid lease termination penalties, 10 took care of finder's fees, five covered security deposits and eight paid legal fees. None of the publishing and printing companies gave cash relocation allowances or duplicate rent payments. One company did not reimburse any renter expenses.☐

Company policies for disposing of relocated employees' former living quarters

	Publishing/printing		All companies	
	No. of companies	(%)	No. of companies	(%)
Company offers to purchase the employee's home and bear some or all of the sale expenses.	24	(4)	97	(16)
Company employs an outside relocation firm or bank to purchase the employee's home and bears some or all of home sales expenses.	9	(53)	374	(62)
The employee must arrange for the sale of the home, but is reimbursed for some or all of the home sale expenses and may or may not be guaranteed against loss or sale.	4	(24)	121	(20)
The employee is not given any assistance or reimbursement.	—	—	12	(2)

Source: Merrill Lynch Relocation Management, Inc.

***Some form of assistance** was offered to relocated homeowner employees by every publishing and printing company surveyed. Only 6 percent failed to reimburse at least some expenses of their relocated renter employees.*

NIGEL P. HEATON ON SINGLE-COPY SALES

Disturbing forces in single-copy sales

Decreases in newsstand sales for so many categories of magazines should alert publishers to the need for an in-depth review of single-copy sales

There are some disturbing forces at play in the newsstand sales area of the publishing business. This becomes clearly evident when one reviews the single-copy trends reported by the Audit Bureau of Circulations. With so many categories of magazines showing decreases in newsstand sales, we must ask ourselves some probing questions:

- Do we truly understand what motivates newsstand customers to buy magazines?
- Are multiple newsstand purchases within magazine categories, each month, a thing of the past?
- Just how cover-price sensitive has the newsstand buyer become?
- Do we know what classification of retailer is showing the largest decline in magazine sales this past year by magazine category?
- Has the newsstand point-of-sale display for "bread and butter" publications deteriorated to the point that they are no longer receiving the proper display positions to maintain their historical sales volumes?
- Are national distributor/publisher field personnel so consumed with gathering, reporting and analyzing sales data and/or completing retailer distributions (supposedly to compensate for poor wholesaler EDP allocations) that we have all lost sight of the point of sale merchandising aspects involved in single-copy sales?
- With more retailers scanning magazine sales, they have become increasingly aware that a very small group of publications generates the bulk of their single-copy sales revenue. With the rest of the titles contributing disproportionately to their problems of return handling and RDA collections, does this mean that we can expect further reductions in the number of titles on chain authorized lists?

Additional points that I feel must be addressed:

- RDA payments are climbing at an alarming rate as consultants and wholesalers assist the retailers in their collection efforts. Publishers must expect some kind of return for this expense in the area of performance, on behalf of their publications, from wholesalers and retailers alike.
- An enormous amount of effort is expended by national distributors and publishers to secure magazine authorizations from chain store buyers, and yet all too often we find wholesalers that will not ship the authorized product to the stores.

Discussions between national distributors and wholesalers have occurred. But I think that those two groups and publishers and retailers will have to participate in frank and honest discussions before we can start to restore some of the basic principles of newsstand merchandising of magazines—the principles that can produce unit sales levels that are profitable.

Strive for better efficiencies

- Paper costs are climbing at a rapid rate, with no light in sight at the end of the tunnel. The cost of newsstand unsolds is starting to erode seriously the publisher's single-copy sales profitability.

There is a limit to how much of this increased cost can be passed on to the magazine newsstand buyer. Therefore, we must strive for better efficiencies in the area of return percentages without decreasing our unit sales levels. This is no easy task, but one that can be accomplished if we learn and understand everything about what happens to our product from the time it arrives at the wholesalers warehouse to the time it is off-sale.

And speaking of research, think of what could happen if we *all* pooled efforts and resources, came up with a well-researched strategy—even for just the top 10 percent of retail outlets—and implemented that plan. Yes, it would cost money. But in the context of the current situation, what have we got to lose?☐

Newsstand sale performance

Annual average newsstand sales of an ABC magazine (thousands)

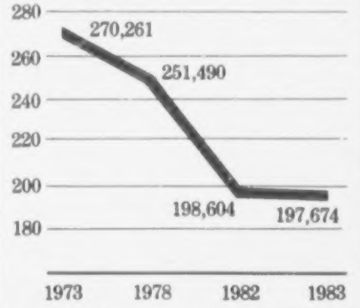

Chart based on statistics supplied by Curtis Circulation Company

A disturbing downward trend in newsstand sales is illustrated above. The totals show the average number of issues sold by a magazine that reports to the ABC for each year shown. They were calculated by dividing the total newsstand sales by the number of ABC magazines reporting that year.

Nigel P. Heaton is vice president, circulation marketing development, Petersen Publishing Company.

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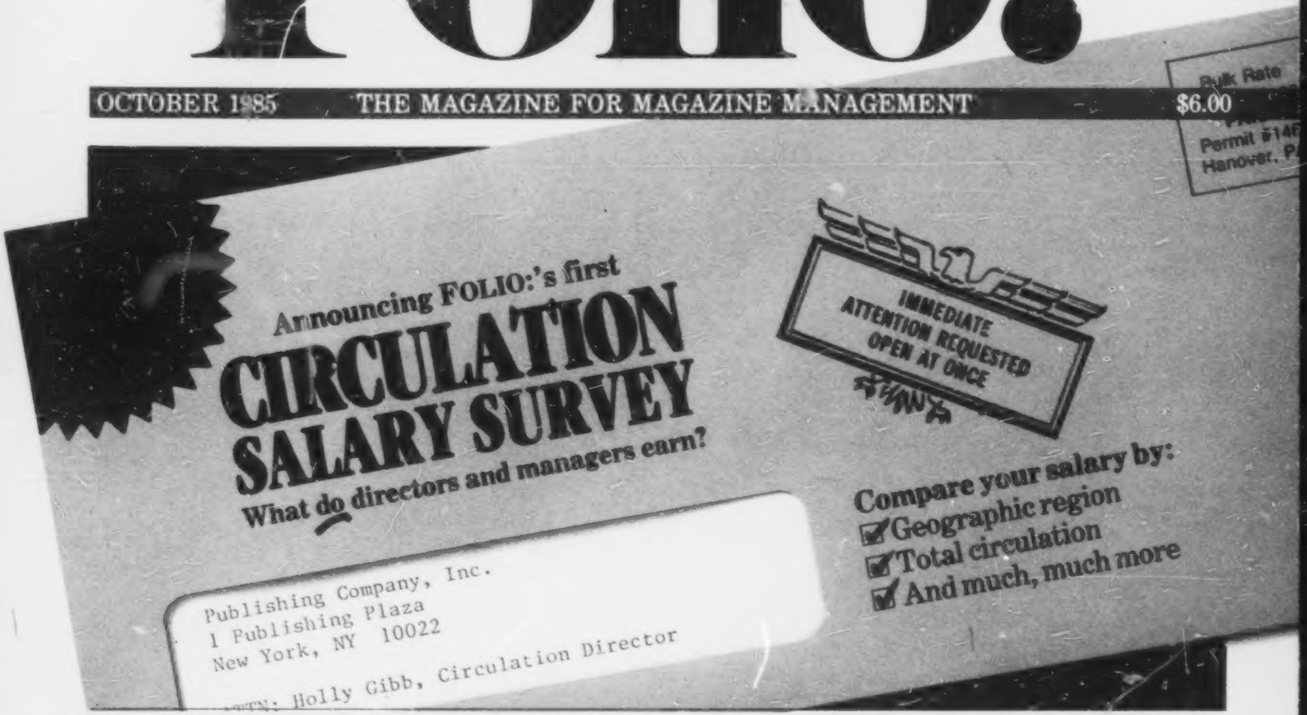
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Circulation directors earn average salary of $38,226: 68 percent higher than a manager's average salary of $22,763, FOLIO:'s first circulation salary survey reveals. **100**

Saturday Review: A quicker read

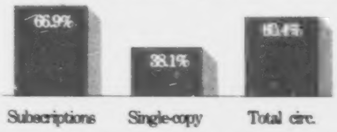
In communication, time saving is a necessity. The new *Saturday Review* redesign is an elegant exploration of how to meet that need. **157**

THE 52 PRETTIEST FACES IN AMERICA
OUR BIG FALL BOOK PREVIEW
Saturday Review
HOT NEW SEASON
BOOKS
MUSIC &
MOVIES

Subscription sales still far outpacing single-copy growth

Overall circulation increase continues, but number of magazines with subscription growth is almost double the number with newsstand gains. **25**

1st half ABC figures:
% of magazines with circulation growth over 1st half '84



Typesetting: The systems quandary

There are 10 paths a publisher can take to automate in-house typesetting. Making the right choice requires careful evaluation. Consultant Frank Romano analyzes the alternatives. **124**

Agencies unimpressed by *Newsweek*'s audience guarantee

Until demographic segments can be guaranteed, audience/ad rate link up won't change media buyers' modus operandi. **28**

October 1985

Cashing in on renting out your list 106

The costs are minimal, the returns substantial—and you, the list owner, call the shots. Learn how to exploit this third revenue stream.

Should your publishing company go public? 25

It's a valid way to raise cash, but publishers who've done it caution that potential complications shouldn't be underestimated.

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National distributor seems to have weathered down spell; publishers who owned Select express confidence in turning over reins to John O'Reilly.

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UPDATE

60.4% of ABC magazines' circulation up 1st half

Subscriptions still making up for single-copy sales losses in many cases

Schaumburg, Ill.—Just over 60 percent of the 444 U.S. consumer magazines reporting to the Audit Bureau of Circulations (ABC) for the first half of 1985 reported overall circulation gains as compared with the same period in 1984, a FOLIO: analysis of ABC's Fas-Fax report shows.

Subscription gains were posted by 66.9 percent, but over half (52.9 percent) had single-copy sales declines. Total circulations for five of the 444 publications remained the same. An additional five magazines reported 1985 figures, but there were no comparable figures for the previous year; these magazines were not included in the analysis.

Among categories showing significant dips in single-copy sales were the newsweeklies, women's magazines and computer magazines.

The leader among the top 10 gainers in overall circulation, in terms of percentage increases, was *The Artist's Magazine*. With a total paid circulation of 155,175 for the first half of 1985, it experienced a 164.8 percent increase over 1984. Among the other top circulation gainers were *Run* (+96.7 percent), *Gourmet* (+77.8 percent), *Sun*

CONTINUED ON PAGE 49

Largest % gains, overall circulation*

First half 1985

	Total paid circulation	% gain'
1. *The Artist's Magazine*	155,175	164.8
2. *Run*	185,109	96.7
3. *Gourmet*	1,163,442	77.8
4. *Sun*	251,743	62.9
5. *Milwaukee Magazine*	40,840	60.3
5. *Pro Bass*	174,001	60.3
6. *Oklahoma Game & Fish*	7,211	59.1
7. *M, The Civilized Man*	133,684	57.4
8. *Cat Fancy*	140,972	46.3
9. *inCider: The Apple II Journal*	105,063	43.2
10. Snow Week	26,483	37.1

*Based on figures as reported in ABC Fas-Fax report for the six-month period ending June 30,1985

'As compared with the same six-month period in 1984

A pretty circulation picture emerged for* The Artist's Magazine, *which led all ABC magazines in total gain for the 1st half.* Run, *published by CW Communications, is a home user's guide to Commodore computers.* Snow Week *is a snowmobile weekly.

Publishers go public: Weighing the pros, cons

Media mania helps small firms sell stock; easy money it's not

New York City—How can a small magazine—say one with a million dollars in revenues—raise a few extra bucks in order to expand? One drastic way is to go public.

This year, emboldened in part by Wall Street's recent infatuation with media companies, several small publishing firms have decided to tap the public stock market for capital. The amount they have raised or hope to raise ranges from $500,000 to more than $9 million. But while there are some attractive reasons for going public, those that have done it also caution that there are some formidable drawbacks.

On the positive side, going public

CONTINUED FROM PAGE 25

Several teen magazines had large circulation drops

(+62.9 percent), *Milwaukee Magazine* and *Pro Bass* (each, +60.3 percent), *Oklahoma Game & Fish* (+59.1 percent), *M, The Civilized Man* (+57.4 percent), *Cat Fancy* (+46.3 percent), *inCider* (+43.2 percent) and *Snow Week* (+37.1 percent).

Among the magazines which showed the largest decreases in overall circulation in terms of percentages were *16 Magazine* (-34.7), *World Press Review* (-29.8), *Super Teen* (-29.6), *Teen Machine* (-27.0), *Daytime TV Presents* (-24.7), *Cheri* (-22.1), *Genesis* (-22.0), *Newsweek International* (Asia edition) (-20.6), *Simplicity Sewing for Today* (-16.9) and *Lady's Circle* (-16.8).

Women's magazines mixed

Among women's magazines, the "seven sisters" showed mixed results; four had modest decreases and three had gains. All except *Better Homes & Gardens* and *Redbook* suffered drops in single-copy sales. The largest circulation increase was registered by *Redbook* (+6.7 percent). *Better Homes & Gardens* posted a slight rise (+0.3 percent) while *McCall's* had an even smaller increase (+0.1). *Family Circle* experienced the largest decline (-4.3 percent), followed by *Woman's Day* (-3.9 percent), *Good Housekeeping* (-1.8 percent) and *Lady's Home Journal* (-1.6 percent).

Top 10 magazines, overall circulation*

First half 1985	Total circulation	% increase/ decrease`
1. *Reader's Digest*	17,884,818	-0.7
2. *TV Guide* (USA)	17,165,061	-1.0
3. *Modern Maturity*	11,818,316	+19.5
4. *NRTA/AARP News Bulletins*	11,246,295	+16.6
5. *National Geographic*	10,449,396	+2.4
6. *Better Homes & Gardens*	8,024,394	+0.3
7. *Family Circle*	6,702,134	-4.3
8. *Woman's Day*	6,590,273	-3.9
9. *McCall's*	6,232,481	+0.1
10. *Good Housekeeping*	5,203,022	-1.8

*Based on figures as reported in ABC Fas-Fax report for the six-month period ending June 30,1985

`As compared with the same six-month period in 1984

***Top 10 hang in there:** Comparing total circulations for this year's first half and last year's, the top 10 magazines remain the same. In terms of rank within the 10, however,* Modern Maturity *and the NRTA/AARP bulletins bumped down* National Geographic.

Among other women's magazines, circulation gains were modest: *Working Woman* (+8.9 percent), *New Woman* (+8.3 percent), *Working Mother* (+5.4 percent), *Self* (+4.1 percent), *Savvy* (+2.9 percent), *Mademoiselle* (+2.7 percent) and *Glamour* (+0.4 percent). *Lady's Circle* was down (-16.8 percent).

Among science magazines, *Science Digest* was up (+2.6 percent), as were

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National Geographic (+2.4 percent), *Science* (+1.9 percent) and *Omni* (+4.0 percent).

Many teen magazines showed declines. Circulation for *16 Magazine* fell 34.7 percent. *Super Teen* was down (-29.6 percent), as was *Teen Machine* (-27.0 percent), *Teen Beat* (-8.5 percent) and *Young Miss* (-3.9 percent). *Seventeen* (+2.5 percent) and *'Teen* (+1.0 percent), however, fared better.

Computer magazines' figures were uneven. *Run* posted a dramatic circulation increase (+96.7 percent). Others on the plus side included *Family Computing* (+26.7 percent), *Compute!'s Gazette* (+18.3 percent) and *Personal Computing* (+3.0 percent). Among those experiencing declines were *Popular Computing* (-13.1 percent), *80 Micro* (-9.9 percent) *Compute!* (-7.3 percent) and *Byte* (-4.3 percent).

Healthy gains

Health and fitness magazines also had mixed results. *American Health* was up 27.8 percent. *Health*, up 5.9 percent overall, logged a particularly large percentage increase in single-copy sales (+589.4 percent). Other gainers included *Muscle & Fitness* (+5.1 percent) and *The Runner* (+2.8 percent). Among the few magazines in the category incurring losses were *Runner's World*, which fell 15.6 percent, and *Prevention*, which was down 3.8 percent.

Most national business magazines also performed well. Increases were registered by *Sylvia Porter's Personal Finance Magazine* (+34.5 percent), *Inc.* (+21.9 percent), *Financial World* (+21.5 percent), *Money* (+10.1 percent), *Fortune* (+4.3 percent), *The Economist* (+3.4 percent), *Business Week* (North America) (+2.6 percent) and *Nation's Business* (+0.9 percent). *Barron's National Business & Financial Weekly* lost 11 percent; *Forbes* showed little change (-0.1 percent).

Among newsweeklies, *Time*'s circulation was up (+1.3 percent) as was *Newsweek*'s (+0.7 percent), while *U.S. News & World Report* was down (-2.1 percent).

The culinary magazines did well as a group. *Gourmet* had a substantial gain (+77.8 percent, largely from a 92.8 percent rise in subscriptions), while *Food & Wine* showed a more modest increase (+11.1 percent). *Bon Appetit* rose slightly (+0.5 percent).☐

Association magazines: Dealing with execs

Demands can be handled tactfully, say editors

■ *Washington, D.C.*—Working with association executives, many of whom have little or no publishing experience, can present thorny problems for editors and others responsible for producing association magazines. But there are ways to handle such problems tactfully, according to members of the Society of National Association Publications (SNAP).

"We've all been faced with things that we have to put in our publications that are in there for political purposes, ego purposes, whatever," said Robert E. Simanski, director of communications for *Services Magazine*, leading a SNAP editorial workshop.

One way of handling these situations is to point out the costs of making a particular addition or change in the magazine, said Simanski, who is

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also chairman of SNAP's editorial committee. "A lot of times, association execs will set policies or carry forward policies that really have no validity, without knowing what it's really costing them in dollars," he commented.

Faced with a demand to include a picture of limited interest to most readers, for instance, the editor should figure out the production and printing costs involved and explain them to the executive, Simanski explained. Once expenses are clear, the editor should discuss with the executive other, potentially more beneficial, ways to spend that money.

Another editor suggested that, if an executive is trying to fill the publication with his opinions, the editor should make available an appropriate forum, such as a column or editorial.☐

79% of monthlies delivered late

Publication delivery box score:
Monthly second class publications
April–June 1985

City	Better than USPS	Service standard	1-3 days late	4-6 days late	7-10 days late	Later
Composite average*	7	14	47	22	8	2
Boston (Area 021)	9	18	44	19	7	3
Boston (Area 022)	23	33	33	11	0	0
New York (Area 100)	6	8	51	16	12	7
Buffalo	8	15	52	21	2	2
Pittsburgh	0	4	58	32	6	0
Philadelphia	5	4	35	29	23	4
Washington, D.C.	11	6	38	24	21	0
Atlanta	5	26	49	12	5	3
Miami	16	30	40	11	3	0
Memphis	4	3	39	32	17	5
Cincinnati	7	16	50	19	6	2
Detroit	2	4	27	50	15	2
Milwaukee	5	15	50	25	0	5
Minneapolis	2	2	63	29	4	0
Chicago	2	3	57	29	6	3
New Orleans	2	9	44	33	12	0
Dallas	13	22	39	17	7	2
Houston	8	6	55	22	3	6
Denver	8	20	48	20	2	2
Salt Lake City	0	12	67	21	0	0
Los Angeles	4	10	48	24	8	6
San Francisco	29	21	36	11	2	1
Seattle	13	18	53	12	3	1

*Including other U.S. cities and SCFs not listed Source: Red Tag News Publications Association, Inc.

The percentage of monthly second class publications delivered late decreased to 79 percent in the second quarter of 1985, from 88 percent the previous quarter, according to the Red Tag News Publications Association, Inc.

The apparent improvement in United States Postal Service delivery comes after three consecutive quarters in which the percentage for late deliveries increased. Red Tag officials note, however, that comparisons of those quarters are not valid because, during that time, publications were being shifted from the ordinary second class system to the faster surface preferential mail network, and as a result USPS service standards against which deliveries were measured were also changing. The transition period ended on January 1, 1985.

Publishers aid search for missing children

Two business magazine publishing companies have joined the effort to locate missing children. CES Publishing, New York City, is printing photos and vital information on missing children in issues of its *Consumer Electronics*, *Autosound & Communications*, *Audio Times* and in its other magazines. In addition, the publisher will include tips to parents on how to prevent abductions.

Industry Shopper Publishing, Inc., Thousand Oaks, California, is publishing four pictures of missing children in each issue of its *Motorcycle Industry*.

CES is working in conjunction with the National Center for Missing Children in Washington, D.C. Industry Shopper is assisting Child Find, Inc., a nonprofit organization based in New Paltz, New York.☐

Editors: Deadlines are good for you

Unnecessary anxiety and poor work result from waiting till last minute

Cleveland—"Why should editors get their work out on time?" questioned George Glenn, editorial director of HBJ Publications at a recent meeting of editors. "Not to please me, but to enjoy the job more and improve the quality of their work."

"Meeting deadlines allows time for creativity," Glenn told members of the American Society of Business Press Editors. "If your back is up against the wall, you can't do a good job."

Some people say the best articles are those that come in at the last minute or late, he acknowledged, but studies have shown that really isn't true. "Article investigation, writing and polishing take time—and there's no time if the deadline is upon you, pressuring you to get the work in," he explained.

"There are some articles for which spontaneity is needed," he admitted, "and you have to cope with that. But those exceptions may apply to 5 percent of articles and only in a hot industry. Most of us work on pieces that are done over time."

Glenn then discussed some articles that he considered of excellent quality, pointing out that the author was "always on schedule or ahead of schedule and therefore had time to do proper research."

To help raise consciousness about deadlines, "editors should put the schedules out in the open for everyone to see," Glenn said. "Schedules should not be stuck in someone's desk." He expressed approval of one HBJ editor's approach, which is to cover the wall across from her desk with the editorial schedules for each issue.☐

***Displaying the editorial schedule** for all to see fosters a healthy deadline orientation, says HBJ editorial director George Glenn.*

Magazines overstating circulation by 2% or more

Magazine	Audit period	Total paid publisher's statements	Total paid audit report	Difference	% difference	Rate base	Difference	% difference
Air-Line Pilot	12/31/84	31,441	28,490	- 2,951	- 9.39	44,000	-15,510	-35.25
American Motorcyclist	12/31/84	119,488	117,035	- 2,453	- 2.05	NC†	—	—
Baseball Digest	12/31/83	242,410	237,424	- 4,986	- 2.06	NC†	—	—
Cat Fancy	12/31/83	84,593	82,442	- 2,151	- 2.54	NC†	—	—
Colorado Homes and Lifestyles	12/31/84	22,083	19,251	- 2,832	-12.82	NC†	—	—
Crafts	12/31/83	378,982	360,354	-18,628	- 4.92	NC†	—	—
Denver Magazine	12/31/84	15,961	16,375	+ 414	+ 2.59	NC†	—	—
Eighty Micro	6/30/84	121,408	106,823	-14,585	-12.01	NC†	—	—
Electronic Games	6/30/84	199,090	194,513	- 4,577	- 2.30	Variable**	—	—
Essence	12/31/84	700,237	684,116	-16,121	- 2.30	700,000	-15,884	- 2.27
Football Digest	12/31/83	228,343	223,695	- 4,648	- 2.04	NC†	—	—
*Gourmet**	12/31/83	626,527	611,283	-15,244	- 2.43	650,000	-38,717	- 5.96
Great Lakes Fisherman	6/30/84	34,784	33,402	- 1,382	- 3.97	NC†	—	—
inCider	6/30/84	82,835	72,820	-10,015	-12.09	NC†	—	—
Los Angeles Magazine	6/30/83	161,016	154,347	- 6,669	- 4.14	162,000	- 7,653	- 4.72
Louisiana Life	12/31/83	48,100	47,103	- 997	- 2.07	NC†	—	—
National News	12/31/84	789,009	762,754	-26,255	- 3.33	825,922	-63,168	- 7.65
Ohio Fisherman	6/30/84	37,324	36,437	- 887	- 2.38	NC†	—	—
Outside	12/31/83	214,191	207,677	- 6,514	- 3.04	Variable**	—	—
Rolling Stone	12/31/83	776,820	755,502	-21,318	- 2.74	775,000	-19,498	- 2.52
Solar Age	12/31/83	58,009	56,532	- 1,477	- 2.55	NC†	—	—
Wisconsin Sportsman	6/30/84	72,908	70,468	- 2,440	- 3.35	76,000	- 5,532	- 7.28

* *Gourmet* was purchased by the Conde Nast Publications, Inc., in November 1983. *Gourmet* was previously owned by Gourmet, Inc.

**See Audit Report. †None claimed

This report is *not* intended to identify those magazines that exceeded or failed to meet a rate base or circulation guarantee. A review of the Audit Report will give more detailed information.

***Twenty-two of the magazines** whose Audit Bureau of Circulations (ABC) audit reports were released during the second quarter of 1985 overestimated their circulations by at least 2 percent, according to ABC officials.*

ABC compares magazine audits with publisher's statements, and lists instances where the difference is at least 2 percent either way. The reports also now list the publication's rate base, if one is claimed, and the difference between it and the total paid circulation according to the audit report.

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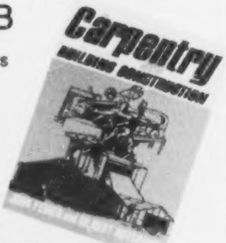

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objective for every letter he or she writes, build in a clear action step and follow up on every letter. If the salesperson doesn't plan to follow up, he should forget about writing the letter and instead find a more productive use for the time, advised the communications expert.

Reuse good text

A system to maximize the usefulness of every letter by using it more than once is needed to help the salesperson capitalize on the time invested in writing good letters, according to Steensma. To set up an effective system, the writer should consider the following: who else needs to know about the topic, whether a particularly good paragraph in one letter could be inserted in another client's letter and whether a potential sale could be finalized with the investment of only a few more minutes.

Steensma also pointed out that the writer should make sure he has a system that will remind him to follow up on each letter that is sent out.☐

Selling magazines under the golden arches

Entertainment magazine geared to teens being sold in McDonald's

■ *Port Chester, N.Y.*—McDonald's is having a "big mag" attack. To its famous menu of hamburgers and fries, add *Music & Entertainment NOW*—a new movie and music personality profile magazine that is being distributed exclusively at McDonald's restaurants.

The magazine, which targets the 13- to 22-year-old market and whose music coverage will include rock, rhythm and blues and heavy metal,

Top U.S. magazines in annual foreign newsstand sales

Penthouse again topped all other United States-based magazines in foreign single-copy sales, with annual foreign receipts of $6,551,784, according to the recently released Boart's Report of Overseas Sales of American Magazines. The study was based on a December 1984 Audit Bureau of Circulations (ABC) report. The figures quoted are now based on the average single-copy reported sales for the period, rather than the single ABC reported issue.

Playboy ranked second in this most recent report, with annual foreign receipts of $5,254,272. *Playboy*'s foreign receipts declined this time by

Rank	Total single-copy avg. 6 mos.*	% Foreign on issue reported**	Total foreign average 6 mos.†
1. *Penthouse*	3,568,517	5.1%	181,994
2. *Playboy*	1,779,900	8.2	145,952
3. *National Geographic*	81,087	98.9	80,195
4. *Playgirl*	408,701	11.9	48,635
5. *Muscle & Fitness*	375,895	12.2	45,859
6. *National Enquirer*	4,060,712	1.1	44,668
7. *Life*	562,485	7.9	44,436
8. *Gallery*	470,703	6.8	32,008
9. *Vogue*	791,737	3.9	30,878
10. *Byte*	99,170	25.6%	25,388

*Average single-copy sales for the six-month period as reported on ABC statement

**Percentage of combined single-copy foreign, U.S. possessions and military sales to total single-copy sales for issue reported

†Total single-copy average, six months, multiplied by percentage of foreign on issue reported

will sell for $1 a copy.

While they are being distributed through McDonald's own food and paper supply distribution centers, the magazines are put out by the editorial offices of the independent Cherry Lane music publications in Port Chester, New York. The monthly premiered this past July in a 32-page four-color glossy format, with a one-half million test run. It is being tested at 600 restaurants in the New York metropolitan area (including Fairfield County and northern New Jersey), Milwaukee and Detroit.

The magazine is being displayed both on and behind the counter. McDonald's director of media relations, Robert Keyser, refused to discuss contractual arrangements between the restaurant chain and Cherry Lane.

Potential reach 15 million

Cherry Lane publisher Loren Kaiser claims circulation could reach 15 million a month if the magazine goes national. But McDonald's Keyser says such projections are "merely hypothetical" at this point: "We don't know what we'll do after the [test period is] over." Cherry Lane expected the test run to sell out within two weeks of its introduction. At deadline, sales were "brisk," Editor in Chief Steven Gett told FOLIO:. Gett expects test marketing to continue for three to six months.

Cherry Lane produces over 6,000 music book titles and over 300 titles on the entertainment side of its business, Gett says. *Music & Entertainment NOW* is its fourth magazine. Two others, *Sesame Street Music Magazine* and *Music . . . Alive!* reach an audience of one-half million junior and senior high school students.

"The idea to do this magazine was kicking around McDonald's for five years," Kaiser says. "We got involved two years ago through an intermediary."

"McDonald's has had teen support over the years and wanted to give something back. We think the magazine is well priced," adds Gett. The July issue included Tina Turner on the cover and an ad from McDonald's on page two. The chain was the sole advertiser in the first issue, "but that will change," according to Kaiser. "We'll be looking for other advertisers." Following the ad were two pages of news and then a stream of interviews with Paul Young, Sade, Julian Lennon and others. Also featured was a centerfold of Madonna—clothed.☐

***Burgers and magazines:** Family-oriented McDonald's hopes to increase its share of the teen market by selling a pop music magazine ($1 with any food or drink purchase).*

$2,290,428 and *Penthouse*'s declined by $2,628,216, as compared with the last report (based on a June 1984 ABC report).

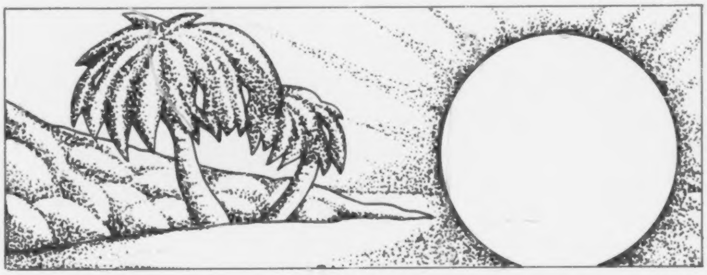
National Geographic and *Vogue* are newcomers to the top 10 in the most recent report; *Easy Riders* and *Business Week/World Wide* fell out of the top 10.

Boart's does not list foreign editions of U.S. magazines, and its figures do not include sales in Canada.

Avg. annual foreign sales in $ (at cover price)††	Cover price	Annual freq.
$6,551,784	$3.00	12
5,254,272	3.00	12
1,828,446	1.90	12
1,721,679	2.95	12
1,623,409	2.95	12
1,509,778	0.65	52
1,333,080	2.50	12
1,248,312	3.25	12
1,111,608	3.00	12
$1,066,296	$3.50	12

††Total foreign average six months multiplied by cover price and annual frequency

Source: Boarts International, Inc.



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61% of weekly publications delivered late

Publication delivery box score:
Weekly publications January–June 1985

City	On time	One day late	Later
Average	30%	30%	31%
Atlanta	31	38	31
Austin/San Antonio	11	29	60
Baltimore	26	31	43
Boston (Area 021)	38	30	32
Buffalo	38	34	28
Charlotte	30	24	46
Chicago	47	36	17
Cincinnati	30	34	36
Cleveland	22	31	47
Columbus, Ohio	48	29	23
Dallas	41	31	28
Denver	23	30	47
Detroit	56	32	12
Grand Rapids	78	15	7
Hartford	51	27	22
Houston (Area 770)	22	37	41
Indianapolis	57	23	20
Jacksonville/Tampa	50	29	21
Kansas City, Mo.	51	21	28
Los Angeles	46	29	25
Memphis	27	33	40
Miami	38	34	28
Milwaukee	44	34	22
Minneapolis	40	28	32
Nashville	23	30	47
New Orleans	16	16	68
New York (Area 100)	48	31	21
Philadelphia	29	36	35
Phoenix	12	31	57
Pittsburgh	33	35	32
Portland, Ore.	34	27	39
Reno	33	29	38
St. Louis	49	29	22
Salt Lake City	16	25	59
San Diego	65	22	13
San Francisco	53	22	25
Seattle	41	24	35
Tulsa	50	22	28
Washington, D.C.	46	27	27
Wichita	58	20	22

Data based on experience of 27 weekly business and consumer publications accounting for 1,500,000 copies in the mail each week and predicated on delivery as newspapers. Most publications monitored maintain multiple additional entries and air freight to post office of entry. Source: Red Tag News Publications Association, Inc.

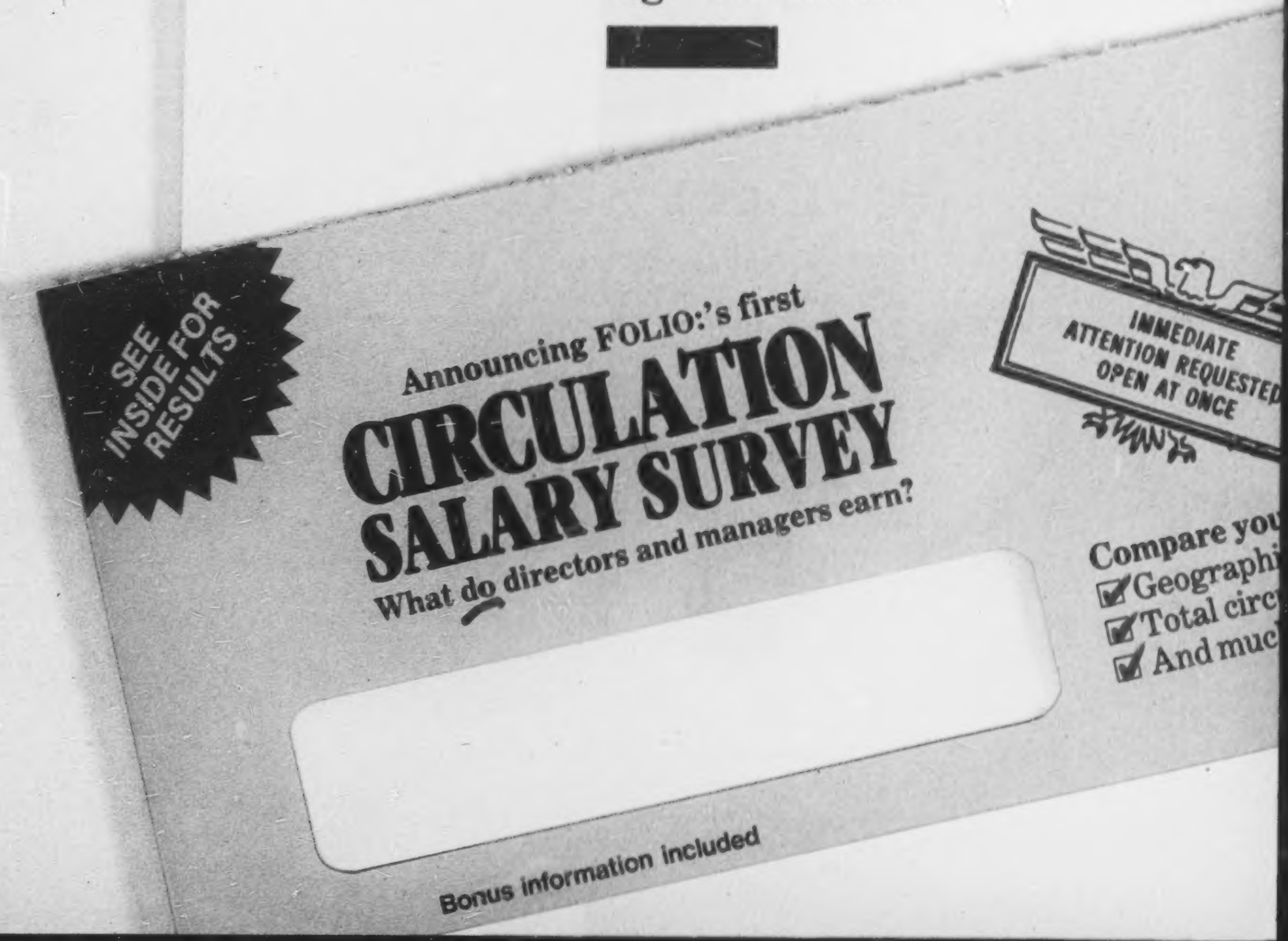
The percentage of weekly "time value" publications delivered late increased to 61 percent during the first six months of '85, from 57 percent during the last six months of '84.

While on-time delivery for the entire period ending June 30, 1985, declined, the Red Tag News Publications Association reports that service improved as the period progressed. In January, 72 percent were late; in June, 48 percent. For weeklies, on-time delivery is determined by what should be possible with available transportation, not by USPS standards. In first half '84, 49 percent were delivered late.

FOLIO:'s first circulation salary survey reveals-

Circulation director's average salary 68% higher than a manager's

The director earns an average salary of $38,226; a manager, $22,763. It helps to be male, on an audited magazine with high circulation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BY BARBARA LOVE
EDITOR
AND
JEAN ANGELO
ASSOCIATE EDITOR

This is the first comprehensive industry-wide circulation salary survey. Salaries for circulation executives on business and consumer magazines are covered by title, region, gender, years of experience, circulation size, audited and unaudited magazines, and by number of employees supervised and more.

The survey also reveals what percentage of circulation executives received deferred compensation and what bonuses the executives expect to receive in 1985.

The survey results are based on responses from 263 circulation executives. Our response rate is 37.6 percent. Here are the findings:

By title

There is a great difference in the average salary for a circulation director and a circulation manager. The circulation director earns an average salary of $38,226; the circulation manager earns 60 percent of that, or $22,763.

Business vs. consumer magazines

There is some difference in salaries, on average, for those working for business and those working for consumer magazines, but it's not a meaningful difference. The spread is greater among circulation directors ($35,527 business and $42,829 consumer) than among circulation managers ($22,706 business and $23,232 consumer).

The salary spread

There is a marked difference in salary range between the top one-third earners and the bottom one-third—with the top third earning from two to two-and-one-half times more. For circulation directors, the top third earns an average salary of $56,892, compared to $21,603 for the lowest-paid third of the respondents. For circulation managers, the spread is not quite as great: The highest-paid third earn, on average, $33,203, compared to $14,166 for the lowest third.

Salaries by regions

As shown in the other salary surveys conducted by FOLIO: and published in 1985, those working in the Northeast appear to earn the highest salaries. The $43,813 average salary for circulation directors in the Northeast is $13,830 higher a year than the average salary for circulation directors in the South Atlantic, the lowest-paying region. There are some interesting (but statistically insignificant) differences in salaries by business and consumer magazines.

By number of magazines

There appears to be a trend upward in salaries as the number of magazines the circulation director and the circulation manager are responsible for increase. For example, the average salary for a circulation director responsible for one magazine is $35,192, compared to an average salary of $38,020 for a circulation director responsible for six to 10 magazines.

By combined circulation

FOLIO: asked respondents to report the combined circulations of all the magazines they worked on. There is an indication that those circulation directors and managers who are responsible for more circulation receive a higher salary. But the findings are not significant.

Audited vs. unaudited

Here there is a significant difference. Circulation directors who work on magazines audited by ABC or BPA are paid twice as much as circulation directors working on magazines that are not audited ($40,807 vs. $20,279). There is about a 24 percent difference in salaries for circulation managers who work on audited and unaudited magazines ($25,202 vs. $19,134). It would seem that the skills required to handle audits are recognized in salaries.

By gender

The gender gap in salaries that was revealed in the production and editorial salary surveys shows up again in the circulation salary survey. Female circulation directors earn approximately 72 percent of what their male counterparts earn, on average ($32,572 vs. $45,028). Female circulation managers earn approximately 76 percent of what males in that same position earn ($20,813 vs. $27,370). These differences are statistically significant at the 95 percent confidence level.

By number of employees

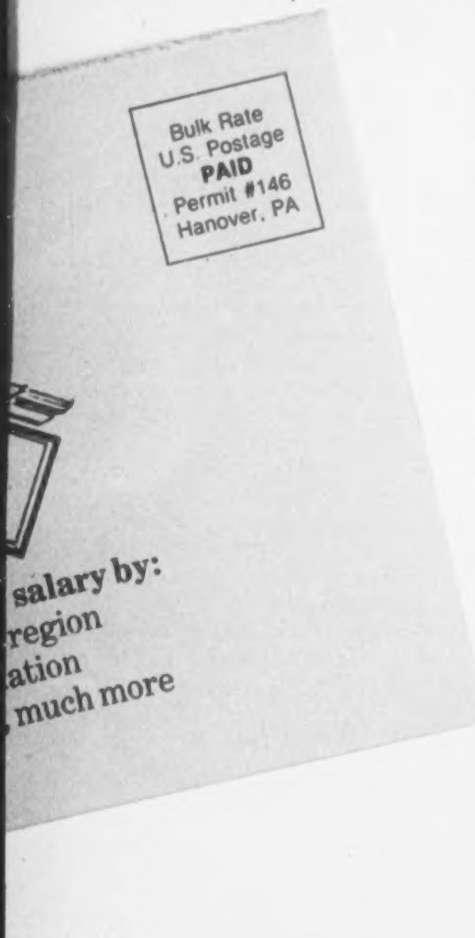
There appears to be a steady increase in average salary levels among circulation directors and circulation managers as the number of employees they supervise goes up. For circulation directors, the average salary rises from $22,291 for a circulation director who has no one to supervise to $50,085 for the circulation director who supervises more than 10 people.

By years in the business

Once again there is a steady rise in salary with increased experience. This is true for circulation directors and managers. The circulation director with three years or less experience earns $30,318, as compared to the circulation director with over 25 years of experience—who earns an average of $57,590.

Deferred compensation

Fifty-eight percent of circulation directors responding to FOLIO:'s circulation salary survey report that they receive deferred compensation. This compares with 53.5 percent of the circulation managers. For both titles, business magazines seem to be more likely to give deferred compensation. Sixty-five percent of circulation directors working for business magazines re-



Data processing assistance provided by Barbara Sladek.

Photos by George Mayernik

ceive deferred compensation, as compared to 43 percent of those on consumer magazines. The numbers are about the same for circulation managers.

Among circulation managers, those working with higher circulation numbers appear to be more likely to receive deferred compensation from their companies. The results are mixed for circulation directors. A circulation manager working on a consumer magazine with a circulation of one million or over is most likely to receive deferred compensation.

Bonuses

Circulation directors expect higher bonuses in 1985 than do circulation managers. The survey revealed that circulation directors expect an average of $4,641 in bonuses, as compared to $1,789 for circulation managers.

In terms of region, circulation directors in the Northeast seem to receive the highest bonuses ($7,075), followed by those in the Western region ($5,277).

There seems to be no pattern of difference in bonuses by combined circulation size. By gender, male circulation directors and managers expect to receive higher bonuses than do females in the same positions.

Responsibilities

Sixty percent of the circulation directors responding to the survey said they were responsible for both subscription circulation and single-copy sales, as opposed to the 47 percent of circulation managers who said they handled these two duties.

In general, more circulation directors than circulation managers said they were responsible for direct mail/marketing, fulfillment and list management.

Approximately 80 percent of the circulation directors surveyed said they were responsible for budgeting, compared to only 46 percent of the circulation managers.

Using the numbers

It is important to use the numbers in this survey cautiously. In many instances, there were not enough respondents in cells to reach conclusions. For this reason, FOLIO: is publishing the number of respondents in each cell (these numbers are shown in parentheses).

Also, it should be noted that the data here have been presented in the form of simple totals (only one variable was studied at a time). The interaction that may exist between the totals has not been examined. For example, regarding salaries by region, it appears that circulation directors working in the Northeast are paid higher salaries. But were there more males in the Northeast? Were there more audited magazines in the Northeast? Were there more people responsible for higher circulations or more employees? This survey does not show interaction with more than one variable.

Neither does this survey consider all the varying responsibilities of circulation executives. It covers several (total circulation, audited vs. unaudited etc.), but it does not cover whether or not respondents are responsible for single-copy sales, marketing, reader service, databases, trade show arrangements, supply ordering and other duties that add considerably to everyday managing, planning and recordkeeping.

The request for incentives

Several respondents commented on a desire to have bonuses as an incentive. Typical comments:

"Industry standards should be changed to allow for monetary remuneration based on increased sales."

"It's important to have an incentive factor in compensation. It improves performance and morale."

"I wouldn't mind having some incentive package included in overall performance. This is a sales position as much as a management position."

More than money

Once again, executives surveyed indicated that factors other than money are important to them. Typical comments:

"Employer includes compensation for continuing education."

"My total life insurance and health insurance for myself and my family are paid by the company."

"Our publication is put out by a cooperative. Pay is equally low for editor and typesetter. My salary includes a child care allowance, which is paid to all staff with dependents."

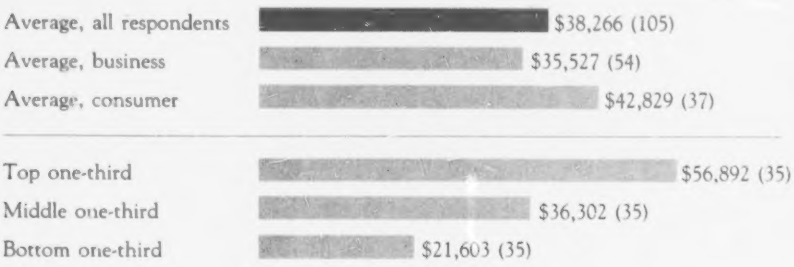
"Salary inadequate for the responsibility required, but flexible work hours help mitigate otherwise frustrating circumstances."☐

The regions have been divided as follows:

■ Western	□ Southcentral	■ South Atlantic	▨ Northcentral	■ Northeast
Alaska	Alabama	Delaware	Illinois	Connecticut
Idaho	Arkansas	Florida	Nebraska	Maine
Utah	Kentucky	Georgia	Indiana	Massachusetts
Arizona	Mississippi	Maryland	North Dakota	New Hampshire
Montana	Oklahoma	North Carolina	Iowa	New Jersey
Washington	Tennessee	South Carolina	Ohio	New York
California	Texas	Virginia	Kansas	Pennsylvania
Nevada		Washington, D.C.	South Dakota	Rhode Island
Wyoming		West Virginia	Michigan	Vermont
Colorado			Wisconsin	
New Mexico			Minnesota	
Hawaii			Missouri	
Oregon				

Circulation director

Average salaries (The number of respondents is in parentheses.)



	Average all respondents	Average business	Average consumer
By region:			
Northeast	$43,813 (40)	$44,973 (17)	$44,732 (18)
South Atlantic	29,983 (6)	28,980 (5)	35,000 (1)
Northcentral	36,696 (30)	35,576 (18)	42,071 (7)
Southcentral	30,625 (8)	18,333 (3)	37,250 (4)
Western	35,221 (21)	28,513 (11)	43,000 (7)
By no. of magazines for which respondent is responsible:			
One	$35,192 (33)	$22,986 (11)	$40,642 (21)
Two	39,025 (21)	40,025 (10)	37,268 (7)
3-5	40,889 (30)	37,184 (20)	58,333 (6)
6-10	38,020 (20)	39,308 (2)	40,100 (3)
By combined circulation of these magazines:			
To 49,999	$22,237 (22)	$23,670 (16)	$18,416 (6)
50,000-99,999	28,871 (14)	30,725 (8)	27,200 (5)
100,000-499,999	42,710 (41)	41,672 (20)	48,277 (14)
500,000-999,999	43,675 (12)	45,000 (5)	44,750 (2)
1 million and over	54,985 (13)	50,500 (2)	57,280 (10)
By circulation type:			
Paid	$40,698 (54)	$33,908 (16)	$42,917 (34)
Nonpaid	35,166 (18)	35,117 (17)	— (0)
Combination	35,977 (33)	37,092 (21)	41,833 (3)
By audit:			
ABC/BPA	$40,807 (92)	$37,327 (49)	$48,637 (29)
Not audited	20,279 (13)	17,890 (5)	21,772 (8)
By sex:			
Female	$32,572 (57)	$31,436 (31)	$34,184 (21)
Male	45,028 (48)	41,041 (23)	54,175 (16)
By number of employees under respondent's supervision:			
None	$22,291 (6)	$17,316 (3)	$27,266 (3)
One	25,633 (15)	21,716 (6)	30,166 (6)
2-5	35,704 (50)	33,570 (26)	37,819 (20)
6-10	50,914 (14)	45,100 (7)	65,125 (4)
Over 10	50,085 (20)	45,642 (12)	76,250 (4)
By years in the business:			
Up to 3 years	$30,318 (22)	$27,773 (11)	$28,642 (7)
4-10	36,424 (45)	30,926 (19)	42,365 (21)
11-15	36,961 (13)	34,916 (6)	38,333 (3)
16-25	43,698 (15)	45,415 (12)	37,250 (2)
Over 25	57,590 (10)	45,150 (6)	76,250 (4)

"It might be interesting to ask a question like, 'What portion of your time is devoted to noncirculation duties such as promotion, trade show arrangements and display, supply ordering, etc. . . ?' I find that these demands take a good deal of time away from circulation concerns."

Circulation manager in the West with three years of experience, earning $18,000.

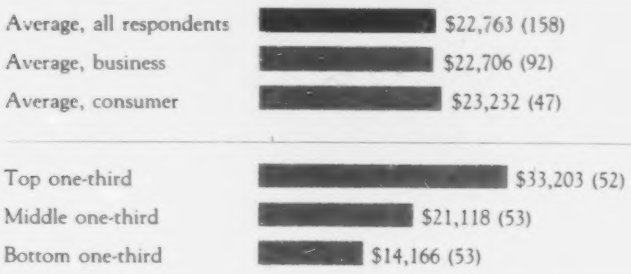
CIRCULATION SALARY SURVEY

"My salary is inadequate for the responsibility required, but flexible work hours help to mitigate otherwise frustrating circumstances."

Circulation manager in the Northeast with five years of experience, earning $36,000.

Circulation manager

Average salaries (The number of respondents is in parentheses.)



	Average all respondents	Average business	Average consumer
By region:			
Northeast	$25,361 (58)	$23,661 (40)	$29,255 (14)
South Atlantic	17,500 (18)	19,028 (7)	17,367 (9)
Northcentral	23,232 (36)	24,869 (22)	21,473 (10)
Southcentral	19,798 (18)	17,633 (9)	23,260 (5)
Western	21,721 (27)	20,921 (13)	21,666 (9)
By no. of magazines for which respondent is responsible:			
One	$20,421 (81)	$20,198 (42)	$21,755 (31)
Two	23,565 (35)	21,836 (20)	27,511 (9)
3-5	26,570 (17)	24,650 (12)	27,466 (3)
6-10	26,644 (25)	28,227 (18)	21,875 (4)
By combined circulation of these magazines:			
To 49,999	$17,939 (78)	$18,672 (56)	$17,157 (14)
50,000-99,999	23,119 (20)	24,512 (12)	22,795 (6)
100,000-499,999	26,841 (44)	30,692 (19)	21,290 (17)
500,000-999,999	31,333 (9)	34,500 (4)	28,800 (5)
1 million and over	38,857 (7)	28,000 (1)	41,800 (5)
By circulation type:			
Paid	$23,959 (69)	$25,776 (22)	$23,967 (37)
Nonpaid	23,820 (34)	24,942 (28)	18,375 (4)
Combination	20,474 (54)	19,402 (41)	21,933 (6)
By audit:			
ABC/BPA	$25,202 (100)	$24,726 (63)	$26,638 (26)
Not audited	19,134 (49)	18,665 (24)	20,034 (18)
By sex:			
Female	$20,813 (111)	$20,567 (67)	$20,682 (27)
Male	27,370 (47)	28,438 (25)	26,673 (20)
By number of employees under respondent's supervision:			
None	$18,190 (53)	$18,077 (30)	$19,552 (17)
One	18,997 (37)	19,519 (19)	19,422 (12)
2-5	26,157 (47)	24,445 (27)	27,696 (15)
6-10	33,605 (9)	30,306 (8)	60,000 (1)
Over 10	32,664 (11)	34,162 (8)	25,500 (2)
By years in the business:			
Up to 3 years	$17,689 (58)	$16,890 (31)	$19,974 (20)
4-10	23,631 (65)	23,774 (38)	23,009 (19)
11-15	26,850 (14)	26,950 (10)	13,900 (1)
16-25	28,279 (15)	27,985 (10)	28,867 (5)
Over 25	39,096 (6)	37,526 (3)	48,500 (2)

"I feel that this job is worth much more. It is very detail oriented and requires a lot of time and public contact."

Circulation manager in the Midwest, with less than one year of experience, earning $15,000.

"I'm probably underpaid as compared to the national average of circulation managers, but I'm happy with my salary and job. I feel that I'm well above most working women as far as income goes."

Circulation manager in a South Atlantic state with four years of experience, earning $19,600.

"Compared to editorial staff, circulation personnel are at the bottom rung of the compensation ladder. It's a lot of work, for little money."

Circulation director in the Midwest with four years of experience, earning a salary in the low twenties.

Percentage whose companies offer deferred compensation

(The number of respondents is in parentheses.)	Circulation director	Circulation manager
Total respondents	(105) 58.1%	(155) 53.5%
Business magazine respondents	(54) 64.8%	(90) 61.1%
Consumer magazine respondents	(37) 43.2%	(47) 42.6%
Respondents by circulation:		
To 49,999	(22) 27.3%	(76) 42.1%
50,000-99,999	(14) 57.1%	(19) 47.4%
100,000-499,999	(41) 65.9%	(44) 65.9%
500,000-999,999	(12) 83.3%	(9) 77.8%
1 million and over	(13) 61.5%	(7) 85.7%

Average anticipated bonuses

(The number of respondents who expect to receive a bonus is in parentheses.)	Circulation director	Circulation manager
Average, all respondents:	**$4,641 (48)**	**$1,789 (65)**
By region:		
Northeast	$7,075 (16)	$2,241 (23)
South Atlantic	2,000 (1)	1,135 (10)
Northcentral	2,888 (18)	2,008 (19)
Southcentral	2,025 (4)	900 (3)
Western	5,277 (9)	1,116 (9)
By combined circulation:		
To 49,999	$1,242 (7)	$1,352 (33)
50,000-99,999	3,333 (6)	1,777 (9)
100,000-499,999	5,578 (19)	2,104 (17)
500,000-999,999	3,886 (8)	2,833 (3)
1 million and over	7,643 (7)	3,800 (3)
By sex:		
Female	$3,342 (19)	$1,225 (42)
Male	5,492 (29)	2,820 (23)

Responsibilities by job title

	Circulation director	Circulation manager
Total respondents	105	151
Responsibilities:		
Subscription circulation	38.1%	52.3%
Single-copy sales	1.9	0.7
Both sub. circ. and single-copy sales	60.0	47.0
Total respondents	104	150
Direct mail/marketing	87.5%	66.0%
Fulfillment	87.5	76.7
List management	77.9	68.0
Budgeting	80.8	46.0

CIRCULATION
SALARY SURVEY

"It's important to have an incentive factor in compensation. It improves performance and morale."
Circulation manager in the Northeast with six years of experience, earning $30,000.

"Industry standards should be changed to allow for monetary remuneration based on increased sales, i.e., incentives as in other industries."
Circulation director in the Northeast working on 12 magazines with a combined circulation of 1.2 million, earning $37,000.

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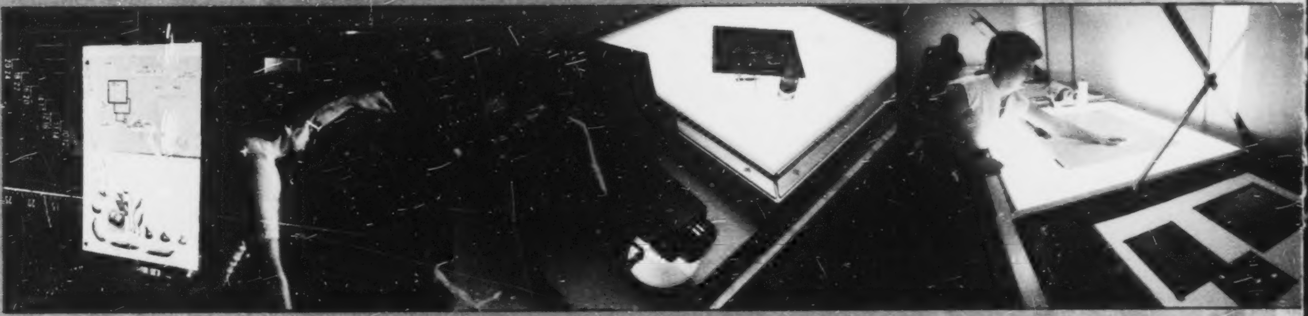

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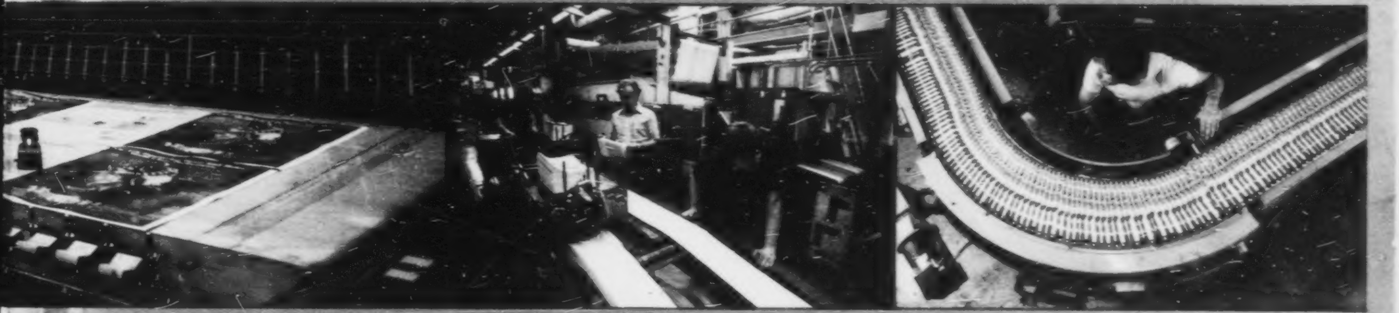

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John Hartman
Chairman of the Board
Bill Communications, Inc.

Management consulting firms, who deal with all size companies, know there is a difference between working for a giant corporation, a large company, or a medium size company. Having spent five years at one large merchandising company, nine years at another, and more than 16 years at Bill, I also realize the difference.

At Bill you are more than just another employee. You are part of the family! There are no "hard and fast rules." Every decision is carefully considered. Every decision is acted upon in an atmosphere of individual freedom. All of our magazines and divisions are managed as if they were separate organizations. Rules of one do not affect the others!

People make a company! When the people feel they are important and know their ideas are appreciated and considered, their enthusiasm and their contribution is the best they have to offer.

After two large companies I have found a home. My magazine *Restaurant Business* is the leader in the foodservice industry. We operate in an air of self-motivation. We are part of a winning team because Bill is a winning team.

Bill Harner
Vice President, Sales
Restaurant Business

With Bill: 16 Years

Opportunity, to put it in a word, is what I've found at Bill and is what I value most about my experience here. Opportunity comes from working with people who will help you learn and grow and who will give you that extra push to discover the limits of the talents you have to offer. And opportunity also comes from working within an organization flexible and personal enough to allow you room to pursue a creative impulse in your work or even to try out new work arrangements at your job.

I think what I've been describing is something more important to providing job satisfaction than just comfortable surroundings or an office with a view. When I came to Bill, fresh out of school, I had no idea whether business journalism would be the place for me. Now, 12½ years later, it may seem like a long time to have stayed at one job in the publishing business; but in reality, I've had five different job titles in my tenure here, and each has involved different responsibilities and challenges. In a real sense, I've been able to define my job for myself at every step of the way. And now that my position involves day-to-day responsibility for other people, it's all the more clear to me why an organization must protect its most important investment—its people. The payoff is commitment.

Matt Naitove
Plastics Technology Magazine
Chief Editor

With Bill: 13 Years

If you asked an accountant to express his thoughts about a company, you would expect him to give you a set of columns, consisting of balance sheets and profit and loss statements. But not here. This company is more than a ledger sheet. It is a company of people—creative, vibrant, excited—who work in an atmosphere that has produced a tremendous amount of growth over the past years. Being part of the staff management has given me a special perspective on that growth.

The most important feeling you get when you're hired is that you're here to participate, not to stand on the sidelines and cheer. Since I've been here, we have acquired publications and started some. I've been involved in all of this. I've had the chance to contribute my ideas knowing that mistakes weren't fatal, and that's the point. The people who work here have freedom: freedom to express their opinions; to fail if need be and pick themselves up and start again. This process has allowed for a great amount of individual accomplishment, culminating in the success of this company as a whole: and although it's fun to be part of a successful operation, it's more fulfilling to grow from within.

Being here has done that. Thank you, Bill Communications.

Charles Indich
Controller
Bill Communications

With Bill: 15 years

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PRESS

THINK OF US AS OLD HAT.

Things were pretty basic back in 1916.

So when G.D. Crain, Jr., began a publishing operation with a staff of three to assist him, it was clear what it was going to take to succeed.

Without the benefit of vast resources or modern technology, it all boiled down to sweat equity. Legwork. Long hours. Mind searching. And, most important, belief and persistence in a basic idea—that the measure of any publication is first and foremost the quality of journalism that readers find between its covers.

From the outset, G.D. Crain, Jr., was convinced that providing a journalistically useful product to readers would, in turn, provide a measurably significant service to advertisers. And that, in turn, would make his fledgling publication grow and prosper.

Today, that idea may strike many as old hat. To some, short cuts and a quick buck may seem more in keeping with the demands of the time. But not at the company that has grown from the enterprise G.D. Crain, Jr., poured his soul into seven decades ago.

That company is Crain Communications. Much has changed here over the years. Instead of a handful of publications, we now publish over two dozen business newspapers, magazines, and consumer periodicals.

The first tiny office has been replaced by a network of locations throughout the U.S. and in Europe. Typewriters have given way to CRT units, and we provide computerized capabilities to other companies. And the original core of three employees has increased to over nine hundred.

All in all, G.D. Crain, Jr., would probably be startled to see the changes that have taken place at Crain Communications. But the way we earn a living hasn't changed a bit.

We still seek out the kind of publishing opportunities and the kind of employees that G.D. Crain, Jr., sought out in 1916. And what we do still amounts to old fashioned, sleeves-up journalism that translates into a value for both readers and advertisers.

So, while Crain Communications is one of today's strongest and most progressive publishing organizations, you can still think of us as old hat.

Crain Communications Inc

Where readers came first, from the first day.

Advertising Age • Automotive News • AutoWeek • Business Insurance • Business Marketing • City & State
Crain's Chicago Business • Crain's Cleveland Business • Crain's Detroit Business • Crain's Illinois Business
Crain's New York Business • Tire Business • Electronic Media • Florida Keys Magazine
Humm's Guide to the Florida Keys • Modern Healthcare • Monthly Detroit • Pensions & Investment Age
Rubber & Plastics News • American Trade Magazines • In Europe: Advertising Age's Focus
European Rubber Journal • Urethanes Technology

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To People's editors...here's looking at you, kids.

The new Simmons Study, just out, confirms that you've attracted another 1.7 million readers to People, bringing your weekly following to nearly 23 million adults. This wouldn't have been possible without your spirit, dedication and amazing talent—the kind that's inspired 11 circulation increases in 11 years and made People a Finalist for two National Magazine Awards in 1985.

This most recent growth in People's audience—the largest increase for any magazine—is great news as well for our hundreds of advertisers. It means that People's legendary efficiency and persuasive powers are greater than ever.

Our thanks to all 222 of you around the world who make People what it is. Though your laurels are many, we know you won't rest on them. You can't. The next issue closes tomorrow.

People weekly

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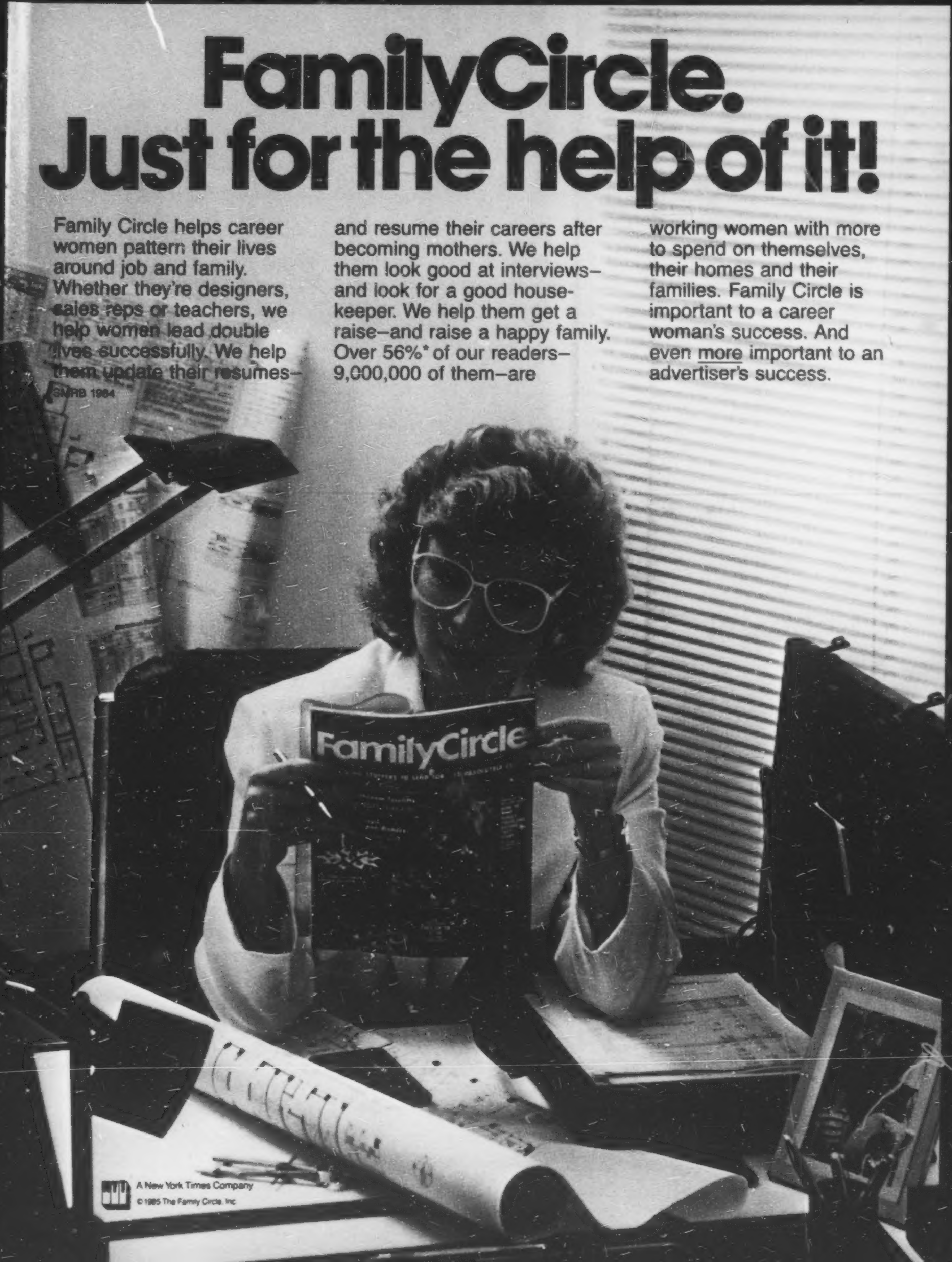

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Family Circle helps career women pattern their lives around job and family. Whether they're designers, sales reps or teachers, we help women lead double lives successfully. We help them update their resumes—and resume their careers after becoming mothers. We help them look good at interviews—and look for a good housekeeper. We help them get a raise—and raise a happy family. Over 56%* of our readers—9,000,000 of them—are working women with more to spend on themselves, their homes and their families. Family Circle is important to a career woman's success. And even more important to an advertiser's success.

*SMRB 1984

A New York Times Company

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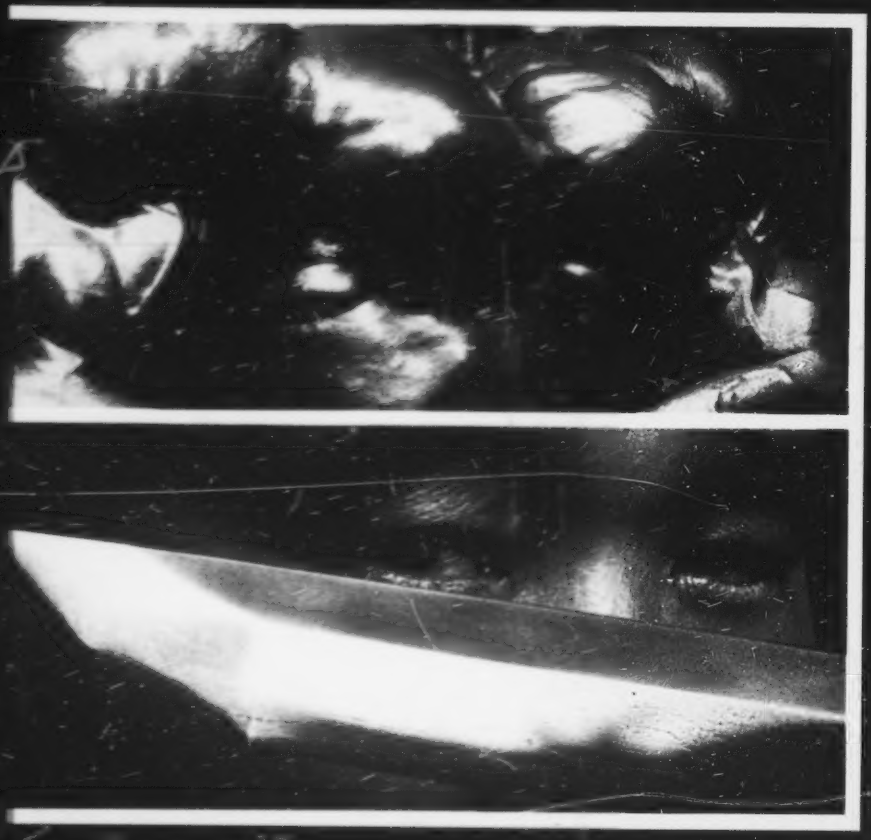

AT THE
PHENOMENA
OF LIFE.
THE GOOD,
BAD, BEAUTIFUL,
AND UGLY.
THE NATURAL,
UNNATURAL,
AND
SUPERNATURAL.
THE HEROIC,
AND VILLAINOUS.
THE
ADVENTUROUS,
BIZARRE,
AND THE
GLAMOROUS.

NEW LOOK

AN
EXTRAORDINARY
NEW MAGAZINE
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The Folio:400/1985 UserGuide

Welcome to the seventh annual FOLIO:400. We are pleased to present our analysis of 1984's top 400 revenue publications in the United States to the advertising and marketing community.

As always, we urge you take a few moments to read this guide before plunging into the wide range of information contained in our analyses. Because, far from being a simple list of the 400 top dollar books, the FOLIO:400 remains the most thorough quantitative study of these influential publications available in any single source.

Included in the many tables that follow are absolute and year-to-year data for each magazine on average circulation, subscription circulation and revenue, newsstand circulation and revenue, ad pages and ad revenue, to name a few. We believe that, studied carefully, these measurements can illuminate many important aspects of magazines that are not always apparent via traditional media analyses. For instance, they can provide a quantitative feel for the vitality of a magazine's subscription circulation, often said to be the cornerstone of healthy primary readership. Or these data can reveal a book's relative advertising vitality among similarly positioned publications. Or, for readers working in new or unfamiliar markets, these figures can indicate which publications are the dominant ones and musts for serious advertisers. In sum, one can learn a great deal more about the most important magazines than simple cost efficiencies.

Within this user's guide, you will find a brief description of key FOLIO:400 features and measurements, and all the background necessary to understand how our information was derived.

I. The Features

The FOLIO:400 consists of three basic segments: the overall FOLIO:400 (which includes this introduction, the main ranking table of the top 400 magazines, and the indexes in the back of the book); our analyses of FOLIO:400 consumer publications; and analyses of FOLIO:400 business publications. Listed below are the key features within each segment and their section numbers.

The FOLIO:400 (section 1)

This is our main table of the top 400 magazines in the United States by total revenue, defined as advertising plus subscription plus newsstand dollars. *All magazines listed in subsequent tables throughout the book are among these 400.* This main table also lists eight other critical measurements for each magazine that are used in the analyses that follow.

Top 50 Consumer Magazines (sections 2-21)

These charts contain the top 50 consumer magazines, ranked according to 20 separate performance measurements. Examples of these are Top 50 Consumer Magazines by Net Change in Subscription Circulation ('83/'84) and Top 50 Consumer Monthlies by Ad Pages.

►

TOP 50 CONSUMER MAGAZINES

Avg. Subscription Circulation

Rank 1984	Magazine Name	1984 Average Subscription Circ.	% Chg. '83/'84
1	Reader's Digest	17,014,098	−0.5
2	Modern Maturity	10,329,119	14.0
3	National Geographic	10,229,652	−2.2
4	TV Guide	8,621,147	6.2
5	Better Homes and Gardens	7,488,786	0.4
6	McCall's	5,506,841	−1.1
7	Time	4,400,883	−0.3
8	Guideposts	4,174,478	3.0
9	Ladies' Home Journal	4,092,310	−4.5
10	Good Housekeeping	3,404,491	−0.8
11	Redbook	3,314,733	−0.4
12	Consumer Reports	2,991,714	6.8
13	Newsweek	2,845,996	0.7
14	Prevention	2,793,763	8.9
15	Sports Illustrated	2,558,371	7.7
16	The American Legion	2,502,836	−0.3
17	Playboy	2,365,492	1.7

Net Chg. in Avg. Sub. Circ. vs. '83

Rank 1984	Magazine Name	Net Chg. '83/'84	1984 Avg. Sub. Circ.
1	Modern Maturity	1,269,945	10,329,119
2	TV Guide	504,763	8,621,147
3	On Cable	446,916	936,535
4	Prevention	227,618	2,793,763
5	Country Living	210,619	811,524
6	Consumer Reports	191,714	2,991,714
7	American Health	188,080	619,225
8	Sports Illustrated	183,017	2,558,371
9	1,001 Home Ideas	181,185	1,488,973
10	Money	145,932	1,204,957
11	Seventeen	144,312	1,211,704
12	Smithsonian	136,505	2,076,879
13	Health	135,653	995,839
14	Omni	130,666	508,665
15	Personal Computing	123,936	478,576
16	Guideposts	119,958	4,174,478
17	Consumers Digest	102,196	1,005,195

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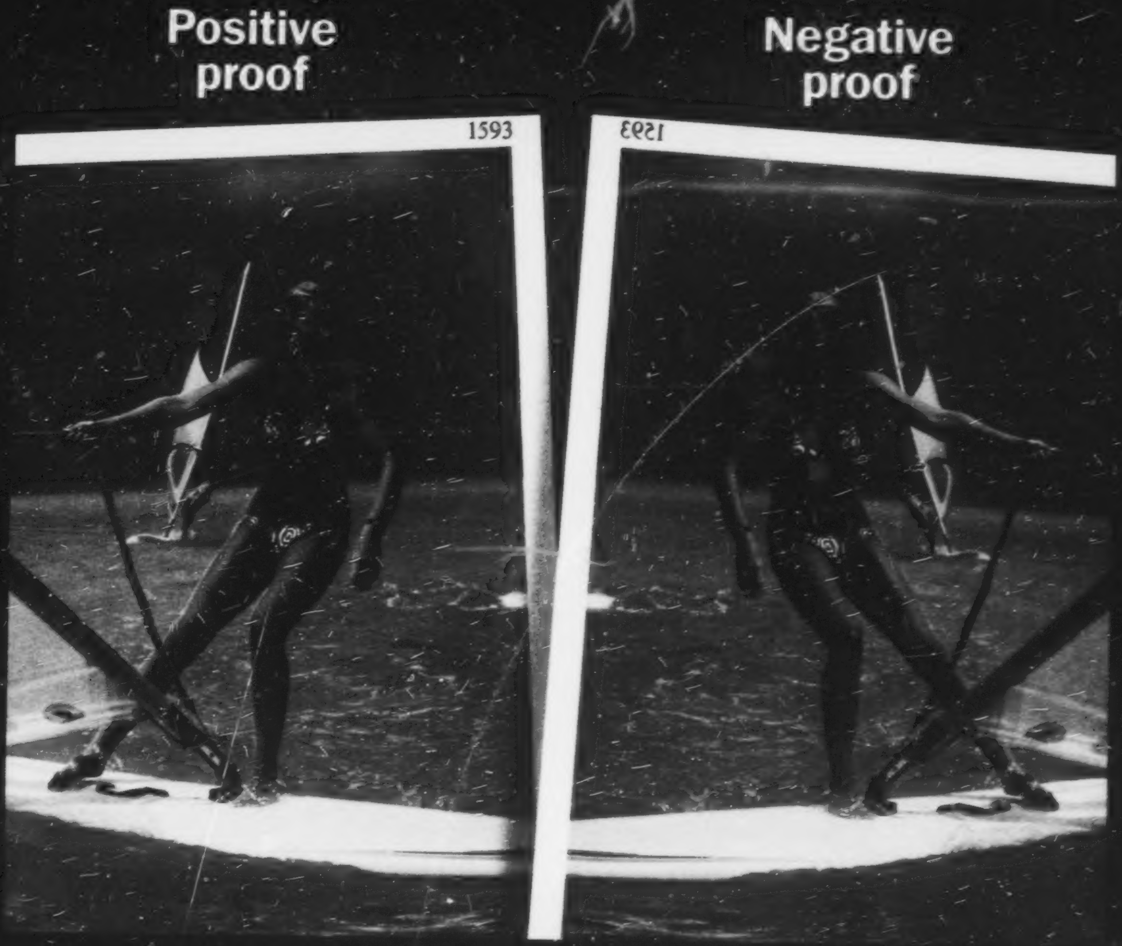
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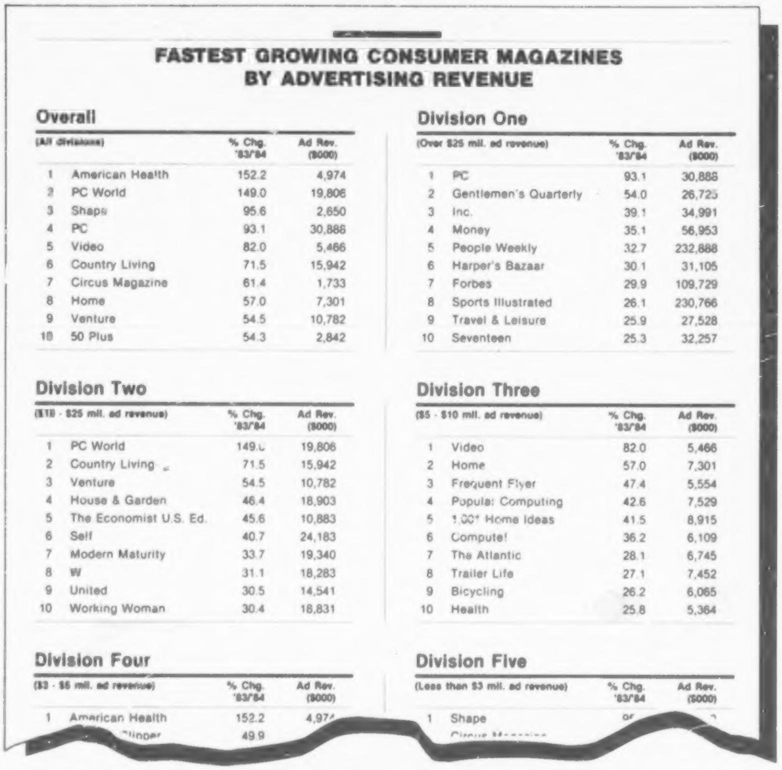
UserGuide

Fastest Growing Consumer Magazines (sections 22-29)

"Fastest Growing" is evaluated according to a publication's percentage growth in 1984 versus 1983. In each of eight major measurements, ranging from total revenue to newsstand circulation, the top 10 growth books are listed. In addition to the overall winners, the 10 fastest growing books in five magazine size divisions are also presented. These breakdowns help place the growth percentages in the proper perspectives. For example, *American Health* grew fastest in ad revenue among all FOLIO:400 consumer magazines, with a 152.2 percent jump. However, since the magazine has less than $5 million in total ad revenue, that growth rate is more meaningful when placed in perspective with those of other magazines of comparable ad revenue size.

Consumer Newcomers (section 30)

Each year, we devote a separate page to new FOLIO:400 consumer magazines. There are 11 charts rank-



FASTEST GROWING CONSUMER MAGAZINES BY ADVERTISING REVENUE

Overall

(All divisions)		% Chg. '83/'84	Ad Rev. ($000)
1	American Health	152.2	4,974
2	PC World	149.0	19,806
3	Shape	95.6	2,650
4	PC	93.1	30,888
5	Video	82.0	5,466
6	Country Living	71.5	15,942
7	Circus Magazine	61.4	1,733
8	Home	57.0	7,301
9	Venture	54.5	10,782
10	50 Plus	54.3	2,842

Division One

(Over $25 mil. ad revenue)		% Chg. '83/'84	Ad Rev. ($000)
1	PC	93.1	30,888
2	Gentlemen's Quarterly	54.0	26,725
3	Inc.	39.1	34,991
4	Money	35.1	56,953
5	People Weekly	32.7	232,888
6	Harper's Bazaar	30.1	31,105
7	Forbes	29.9	109,729
8	Sports Illustrated	26.1	230,766
9	Travel & Leisure	25.9	27,528
10	Seventeen	25.3	32,257

Division Two

($10 - $25 mil. ad revenue)		% Chg. '83/'84	Ad Rev. ($000)
1	PC World	149.0	19,806
2	Country Living	71.5	15,942
3	Venture	54.5	10,782
4	House & Garden	46.4	18,903
5	The Economist U.S. Ed.	45.6	10,883
6	Self	40.7	24,183
7	Modern Maturity	33.7	19,340
8	W	31.1	18,283
9	United	30.5	14,541
10	Working Woman	30.4	18,831

Division Three

($5 - $10 mil. ad revenue)		% Chg. '83/'84	Ad Rev. ($000)
1	Video	82.0	5,466
2	Home	57.0	7,301
3	Frequent Flyer	47.4	5,554
4	Popular Computing	42.6	7,529
5	1,001 Home Ideas	41.5	8,915
6	Compute!	36.2	6,109
7	The Atlantic	28.1	6,745
8	Trailer Life	27.1	7,452
9	Bicycling	26.2	6,065
10	Health	25.8	5,364

Division Four

($3 - $5 mil. ad revenue)		% Chg. '83/'84	Ad Rev. ($000)
1	American Health	152.2	4,974
	[illegible]	49.9	

Division Five

(Less than $3 mil. ad revenue)		% Chg. '83/'84	Ad Rev. ($000)
1	Shape	[illegible]	[illegible]
	Circus Magazine		

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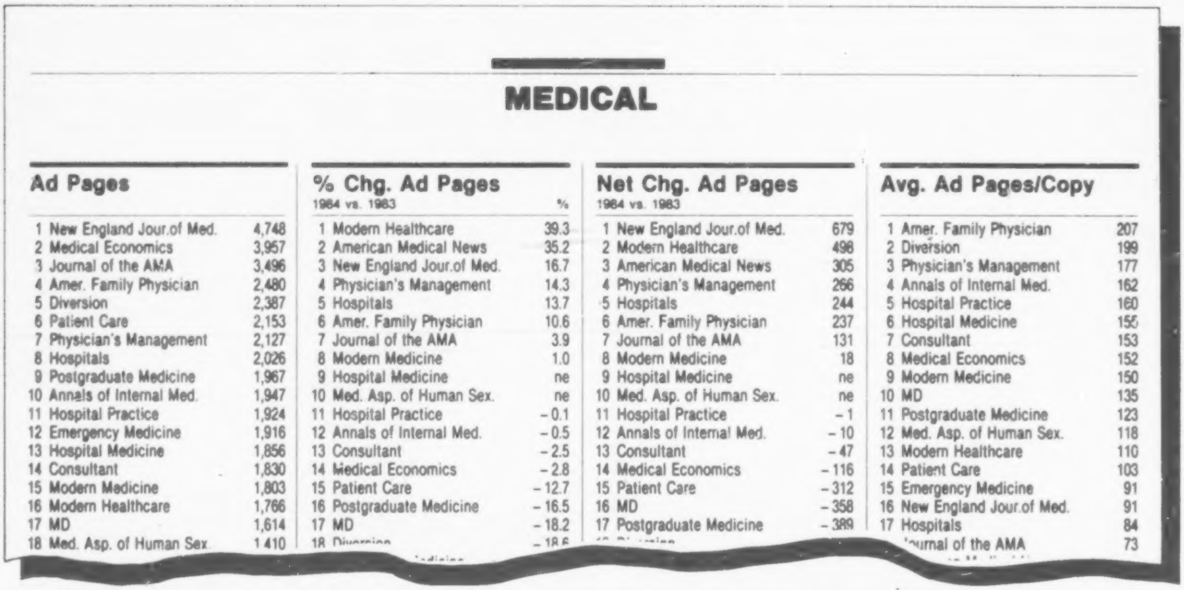


MEDICAL

Ad Pages			% Chg. Ad Pages 1984 vs. 1983		%	Net Chg. Ad Pages 1984 vs. 1983			Avg. Ad Pages/Copy		
1	New England Jour.of Med.	4,748	1	Modern Healthcare	39.3	1	New England Jour.of Med.	679	1	Amer. Family Physician	207
2	Medical Economics	3,957	2	American Medical News	35.2	2	Modern Healthcare	498	2	Diversion	199
3	Journal of the AMA	3,496	3	New England Jour.of Med.	16.7	3	American Medical News	305	3	Physician's Management	177
4	Amer. Family Physician	2,480	4	Physician's Management	14.3	4	Physician's Management	266	4	Annals of Internal Med.	162
5	Diversion	2,387	5	Hospitals	13.7	5	Hospitals	244	5	Hospital Practice	160
6	Patient Care	2,153	6	Amer. Family Physician	10.6	6	Amer. Family Physician	237	6	Hospital Medicine	155
7	Physician's Management	2,127	7	Journal of the AMA	3.9	7	Journal of the AMA	131	7	Consultant	153
8	Hospitals	2,026	8	Modern Medicine	1.0	8	Modern Medicine	18	8	Medical Economics	152
9	Postgraduate Medicine	1,967	9	Hospital Medicine	ne	9	Hospital Medicine	ne	9	Modern Medicine	150
10	Annals of Internal Med.	1,947	10	Med. Asp. of Human Sex.	ne	10	Med. Asp. of Human Sex.	ne	10	MD	135
11	Hospital Practice	1,924	11	Hospital Practice	- 0.1	11	Hospital Practice	- 1	11	Postgraduate Medicine	123
12	Emergency Medicine	1,916	12	Annals of Internal Med.	- 0.5	12	Annals of Internal Med.	- 10	12	Med. Asp. of Human Sex.	118
13	Hospital Medicine	1,856	13	Consultant	- 2.5	13	Consultant	- 47	13	Modern Healthcare	110
14	Consultant	1,830	14	Medical Economics	- 2.8	14	Medical Economics	- 116	14	Patient Care	103
15	Modern Medicine	1,803	15	Patient Care	- 12.7	15	Patient Care	- 312	15	Emergency Medicine	91
16	Modern Healthcare	1,766	16	Postgraduate Medicine	- 16.5	16	MD	- 358	16	New England Jour.of Med.	91
17	MD	1,614	17	MD	- 18.2	17	Postgraduate Medicine	- 389	17	Hospitals	84
18	Med. Asp. of Human Sex.	1,410	18	Diversion	- 18.6					ournal of the AMA	73

ing the newcomers on pertinent revenue and circulation criteria.

Consumer Market Performance Summaries (section 31)

Most FOLIO:400 consumer magazines have been assigned to at least one and at most two of 30 magazine "markets" (see below). Our market performance summaries are rankings of these markets' collective performances by eight different measurements: e.g., by total average circulation, by ad pages, etc.

Consumer Market Analyses (sections 32-61)

As mentioned above, we have grouped most FOLIO:400 consumer magazines into 30 major magazine markets. Our markets, similar to Standard Rate & Data Service' classifications, present the results of our study for groups of magazines with conceptually similiar editorial. That is not to say magazines within a market are alike in every respect. In a narrow market such as Bridal, the books have quite a bit in common. In a diverse market such as Lifestyles, the magazines are quite different. Magazines may appear in a maximum of two markets, as determined by the FOLIO:400 editorial staff from information supplied by publishers and other industry sources.

We recommend you consult the Magazine Profiles section of each market analysis for editorial descriptions, listings of key publishing contacts, and primary SRDS ciassification numbers for each magazine in the market.

Each market analysis begins with a Market Highlights page, summarizing key findings/performances in the market. Following the Market Highlights are 24 charts of major revenue, circulation and growth statistics for market magazines. There are three exceptions: the Inflight and Sunday Magazines markets contain only 14 charts because books in these markets are not available by subscription or individually at the newsstand; the Maturity market contains 19 charts, as its magazines are available by subscription but not sold at the newsstand.

Top 50 Business Magazines (sections 62-73)

As do the top 50 consumer magazine tables, these rank our 139 FOLIO:400 specialized business magazines by 12 separate criteria.

Fastest Growing Business Magazines (sections 74-79)

The top 10 growth magazines among our business publications are charted according to six measurements. As in the corresponding consumer section, growth within each measurement is reported on both an overall basis and within three magazine revenue size divisions.

Business Newcomers (section 80)

This is a separate page devoted to new FOLIO:400 business magazines, ranking them by nine revenue and circulation criteria.

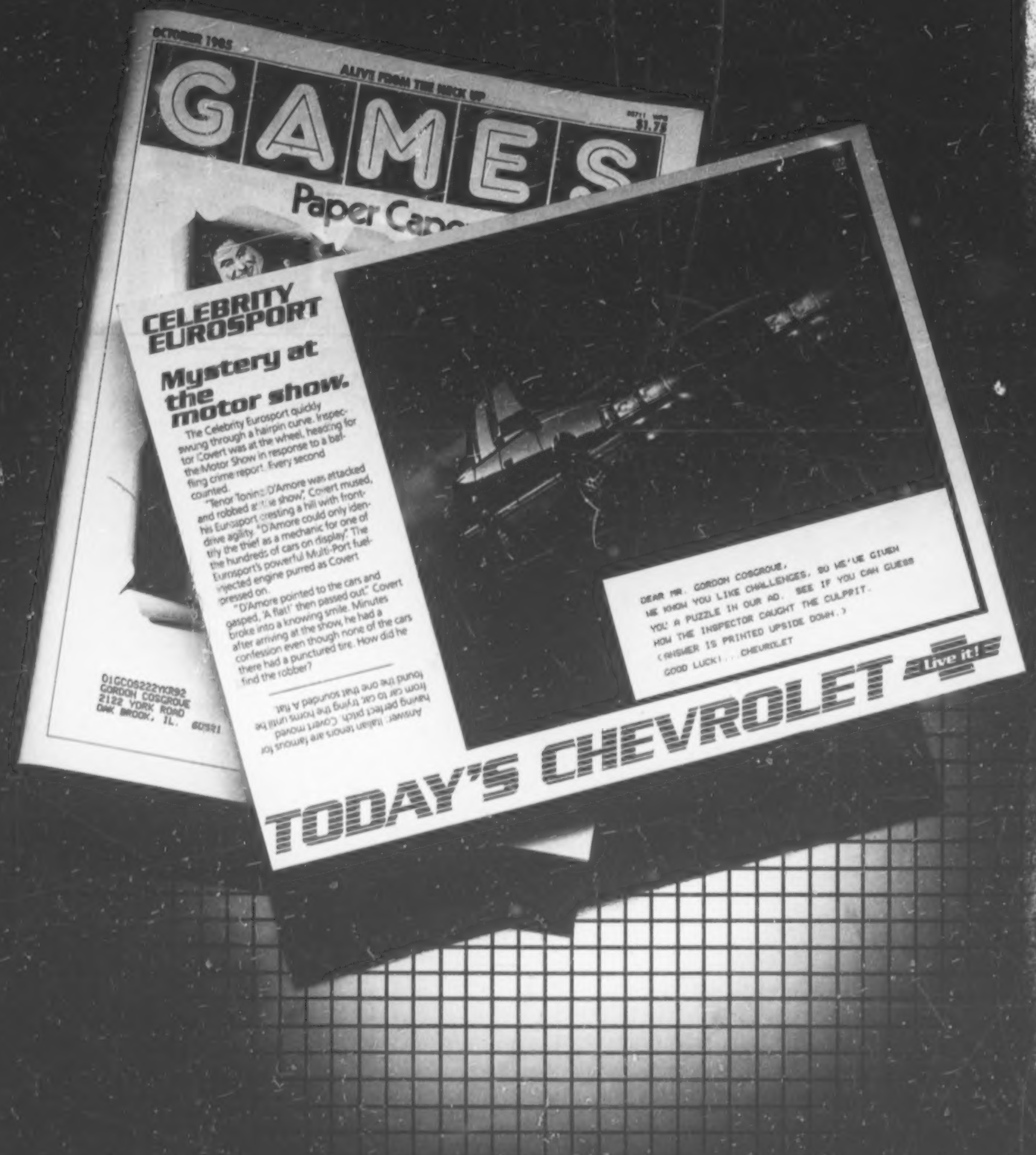
Business Market Performance Summaries (section 81)

These tables present the 18 business markets ranked by six key performance measurements.

Business Market Analyses (sections 82-99)

There are 18 business magazine markets, defined within the same basic parameters as the consumer markets. Because business magazines tend

Starting today,
you can touch readers
in a whole new way.



CELEBRITY EUROSPORT

Mystery at the motor show.

The Celebrity Eurosport quickly swung through a hairpin curve. Inspector Covert was at the wheel, heading for the Motor Show in response to a baffling crime report. Every second counted.

"Tenor Tonino D'Amore was attacked and robbed at the show," Covert mused, his Eurosport cresting a hill with front-drive agility. "D'Amore could only identify the thief as a mechanic for one of the hundreds of cars on display." The Eurosport's powerful Multi-Port fuel-injected engine purred as Covert pressed on.

"D'Amore pointed to the cars and gasped, 'A flat!' then passed out." Covert broke into a knowing smile. Minutes after arriving at the show, he had a confession even though none of the cars there had a punctured tire. How did he find the robber?

Answer: Italian tenors are famous for having perfect pitch. Covert moved from car to car, trying the horns until he found the one that sounded 'A flat.'

DEAR MR. GORDON COSGROVE,
WE KNOW YOU LIKE CHALLENGES, SO WE'VE GIVEN
YOU A PUZZLE IN OUR AD. SEE IF YOU CAN GUESS
HOW THE INSPECTOR CAUGHT THE CULPRIT.
(ANSWER IS PRINTED UPSIDE DOWN.)
GOOD LUCK!...CHEVROLET

TODAY'S CHEVROLET

Live it!

Introducing the Selectronic® ad: Advertising so personal no two are alike.

Imagine Mr. Cosgrove's surprise.

When he opened his October issue of *Games'* magazine there was his name in the middle of a Chevy ad.

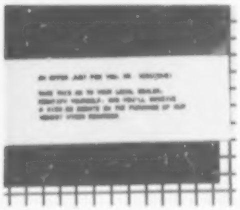
But then, Gordon Cosgrove was not alone. Some 564,000 other subscribers also found their names individually printed on the ad.

Welcome to a new age of magazine selectivity.

As far as we know, it was the first time in history that an ad in a consumer magazine was personalized for each reader.

But it's only a small indication of the advertising potential a Selectronic® magazine can give you.

R. R. Donnelley's patented Selectronic® gathering and imaging technology lets publishers tap their subscriber database. Then custom-make each copy of their magazine to individual reader specifications. And communicate with their subscribers by name and personal messages within its pages.



So Selectronic® publishers can offer you new ways to reach very specific audience segments.

They can segment their subscription file and print individual messages to different subgroups. Or even individuals.

As a result, you can make special response offers to subscribers by name.

Which means you can get more reader involvement and action into your ads.

By using subscribers' Zip Code data, you can even print the reader's closest dealer and phone number on the ad. Making it much easier for readers to respond.

SHELTER INSURANCE

Ad sections so personal they practically shake hands.

Publishers can now selectively bind-in special advertising supplements targeted to different subscribers' demographics or individual interests.

So you can direct your messages only to those readers who have a genuine use for your products.

Gordon Cosgrove's copy of *Games,'* for example, contained a special 32-page section that many other copies did not.

It was custom-gathered into his magazine and his Chevy ad was personalized without stopping the binding line.

Why publishing as usual isn't anymore.

The Selectronic® magazine's potential to target subscribers and promote to them with personalized messages goes beyond advertising.

In fact, it may change the way all of us look at magazines—printer, publisher, advertiser, and reader alike.

If you'd like to find out more, call a Donnelley printing representative.

But please do it soon.

Because a new generation of Selectronic® magazines is already on the way. A refined Donnelley technology with even more options. More applications. More flexibility. More opportunities.

And now is the time to prepare for it.

Now's the time to put the Selectronic® magazine to the test. And welcome in the beginning of database publishing.

A new age of magazine selectivity is in your hands.

R. R. DONNELLEY & SONS COMPANY
Adding value to magazines

We could write several more pages about what a Selectronic® magazine can do for advertising selectivity.

But the best way to see what it can do for your advertising program is to talk to a few publishers.

If they haven't heard of the Selectronic® magazine, a R. R. Donnelley printing representative can help.

Here's where you can find one.*

New York, New York
(212) 490-9500

Boston, Massachusetts
(617) 466-9100

Washington, D.C.
(703) 931-3870

Irvine, California
(714) 833-1533

Menlo Park, California
(415) 853-0700

Chicago, Illinois
(312) 326-8000

Sherman Oaks, California
(818) 986-1993

Stamford, Connecticut
(203) 965-0700

Philadelphia, Pennsylvania
(215) 564-3224

Fort Worth, Texas
(817) 335-6000

R. R. DONNELLEY & SONS COMPANY
Adding value to magazines

*Now if this was a Selectronic® magazine we could list the name and phone number of your closest representative. Which would make things easier for you. And probably increase our response.

UserGuide

to be even more specifically targeted than consumer books, and our business magazine markets are often defined in a broader conceptual sense, we strongly recommend that you consult the Magazine Profiles section of each market analysis for specific editorial descriptions, listings of key publishing contacts, and primary SRDS classification numbers for each magazine in the market.

Each business market analysis also begins with a Market Highlights page, followed by 14 to 24 charts of major revenue, circulation and growth statistics for market magazines.

Indexes

In the back of The 400, you will find four indexes. The Magazine Index lists each FOLIO:400 publication and every place it appears in the book. The Corporate Index lists major publishing corporations and their FOLIO:400 magazines. The Consumer and Business Market Indexes list each magazine market and the books that compose it. This is followed by an Advertiser Index.

II. The Data

All data presented are FOLIO:400 estimates. Figures are compiled and evaluated by our editorial and research staffs, based on questionnaires mailed to more than 550 candidate publications and subsequent discussions with the magazines. Published industry reports, news items, and independent monitoring organizations also serve as a guide in our estimating processes. Printouts of results are sent to every FOLIO:400 qualifier so that any questions about their numbers can be addressed and resolved prior to publication.

Revenues

Total revenue is the sum of advertising revenue plus subscription revenue plus newsstand sales revenue, and is domestic only. Ad revenue is reported in gross terms, i.e. before agency commission, but minus best estimates for frequency discounts. Subscription revenue is determined by multiplying the average annual price of subscriptions by the average subscription circulation. Newsstand revenue is the product of average newsstand cover price, times newsstand circulation, times the magazine's frequency.

Circulation

For audited publications, all circulation figures are an average of semiannual audits. Figures are U.S. only, except in the case of magazines with international circulation of the same editorial issues as the U.S. issues. For unaudited publications, circulations are publisher estimates backed by the Statement of Ownership Management and Circulation (SOMC) forms required by the U.S. Postal Service.

Magazine Profiles

This information is supplied by the publications.

We hope you find The FOLIO:400 a useful tool in providing insights to better manage your magazine advertising programs. If you have any questions about our data, please contact our editorial staff in New Canaan, Connecticut. We will be happy to help.

Additional copies of

The Folio: 400
and
The Folio: AdGuide
are available at
$25 each,
prepaid.

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"I know we've got all the answers, Ed. But where do you think we get them?"

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Use The Magnet.
The new CBS magazine network.

When a man's passion is in the sky, he reads *Flying*. When it's on the water, he reads *Boating*. And so it goes for every title in The Magnet, the new CBS magazine network that reaches more than 20 million of the world's most passionate consumers.

The Magnet gives you volume discounts. The more magazines you buy, the greater the discount. So you can use The Magnet as mass media targeted against selective audiences. And that's a concept advertisers have been searching for. With a passion.

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Popular Photography · Cycle · Car & Driver · Stereo Review · Cycle World · Audio

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1984 a banner year for magazines

Of our 400 magazines, 317 are gainers in total revenue over last year. Circulation is up for 234 of them. The majority of our magazines have also topped 1983 in ad revenue (304 books) and ad pages (253 books). On a less spectacular note, newsstand circulation has increased for only 89 publications, less than half of the 232 distributed via that channel. There are 30 FOLIO:400 newcomers this year, 19 of them consumer publications and 11 of them business books. In 1983, there were 29 newcomers, 16 consumer and 13 business.

A brief discussion of these key trends follows.

I. The 400 Overview

Ad revenue grabs bigger share of total

Total revenue for all 1984 FOLIO:400 publications is now more than $12 billion, up a blistering 11% versus the previous year. This is the highest dollar volume ever reported in our seven years of research, breaking 1983's record setting total. The 11% growth rate ties last year's fastest ever pace. Advertising revenue is largely responsible, with a 16% rise versus '83 to $7.1 billion—both figures also FOLIO:400 records. Ad revenue now generates 58% of The 400's total. At the core of this performance is a 4% jump in ad pages to over 562,000, another highest-ever total.

Subscription and newsstand revenues also rise

Though they continue their decline to 42% of The 400's total income (versus 44% last year), circulation revenues are still an important source of publishing income. Subscription dollars, 94% of them from consumer books, have broken the $3 billion mark for the first time, a FOLIO:400 record and an increase of 6% over 1983. But they have not grown in line with ad revenue, and now account for 25% of the total revenue pie. Newsstand dollars, almost entirely from consumer books, have grown even more slowly—+3% versus '83—to $2.1 billion. Repeating last year's trend, they have dropped from a high of 22% of total revenue in 1981 to a new low of 17%.

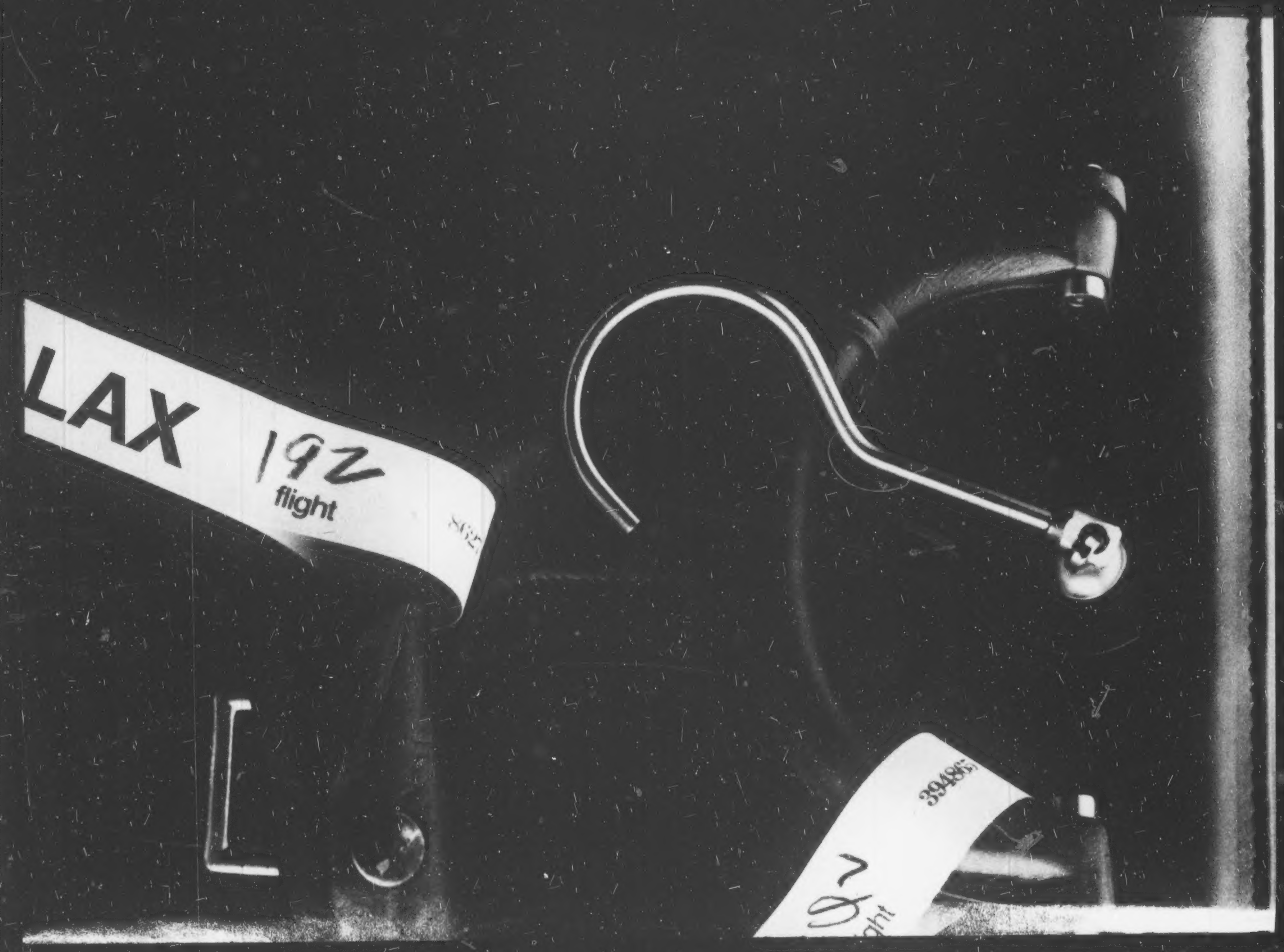
Newsstand circulation dips again; subs and controlled pick up slack

Total 1984 average circulation of FOLIO:400 finishers is 343.7 million, a slight increase compared with last year and second only to 1980's 346.6 million. Consumer magazines continue to account for 95% of the total. ▶

1984 Performance composite—all Folio:400 magazines

		1984 (% of total)	1983 (% of total)	Index
Revenues ($millions)	Total revenue	12,233 (100)	11,043 (100)	111
	Total ad revenue	7,104 (58)	6,150 (56)	116
	Total subscription revenue	3,029 (25)	2,854 (26)	106
	Total newsstand revenue	2,100 (17)	2,038 (18)	103
	Total consumer mags.	10,694 (87)	9,681 (88)	110
	Total business mags.	1,539 (13)	1,362 (12)	113
Ad pages	Total ad pages	562,144 (100)	540,152 (100)	104
	Total consumer mags. ad pages	276,942 (49)	248,694 (46)	111
	Total business mags. ad pages	285,202 (51)	291,458 (54)	98
Circulation (millions of copies)	Total avg. circulation	343.7 (100)	341.5 (100)	101
	Total avg. sub circ.	213.8 (62)	209.3 (61)	102
	Total avg. news. circ.	76.9 (22)	79.7 (23)	96
	Total avg. controlled circ.	53.0 (16)	52.5 (16)	101
	Consumer mags. total avg. circ.	326.1 (95)	323.7 (95)	101
	Business mags. total avg. circ.	17.6 (5)	17.8 (5)	99

Figures are FOLIO estimates for the calendar year 1984.



LAX
192
flight
39486
flight

Life begins at 50.

It's not just that life expectancy is higher in recent years.

It's also that growing numbers of men and women are expecting more of life as they pass 50—and fulfilling those expectations.

TV, magazines and newspapers are now spreading the word that mature Americans are a very vigorous and vital part of our society.

This is hardly news to Modern Maturity—the magazine that talks directly to 25,458,000 active, interested readers.

The ones that other media only talk about.

Modern Maturity.

America's 3rd largest magazine.

Production Manager

(Ursus Productionis)

Species: A rare breed of the *"Printis Panicus"* family of harried mammals, distinguished by bloodshot eyes, moist palms and hair that frequently stands on end. Typically emits loud guttural sounds on the telephone.

Habitat: Natural environment is small, cramped, dimly lit and usually messy enclosure. Hibernates 9 to 5 daily, and many times, even later.

Prey: Devours dawdling printers, photographers, typesetters, artists and whomever was supposed to have made the coffee.

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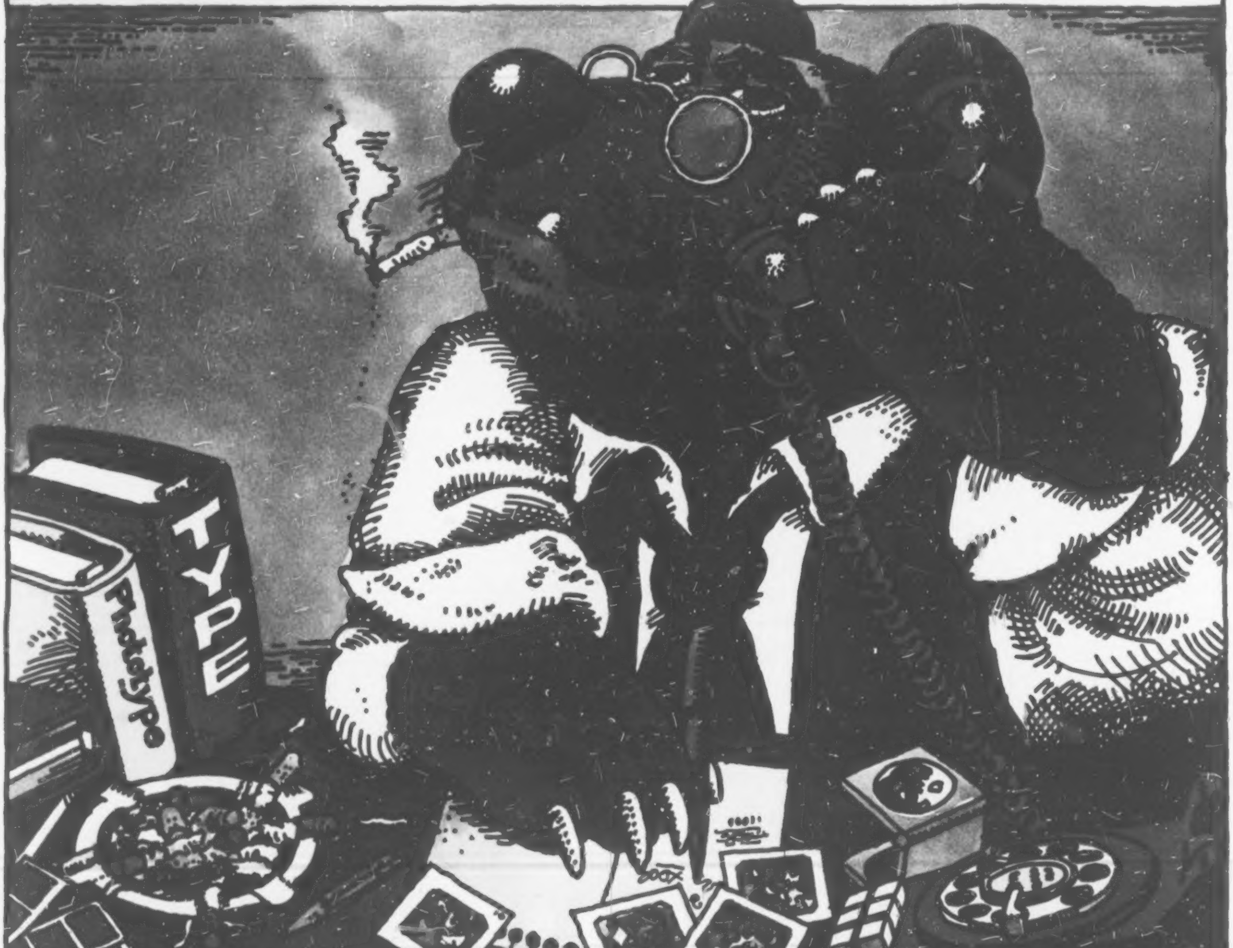

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The 400 Overview

1983's notable development, a bump in controlled circulation, repeats itself as this segment grows 1% in 1984. Controlled copies again represent 16% of total. Newsstand circulation dips 3.5% versus '83, but remains 22% of the total. Paid subscriptions, a healthy 2+% above last year, still account for 62% of total average circulation for The 400.

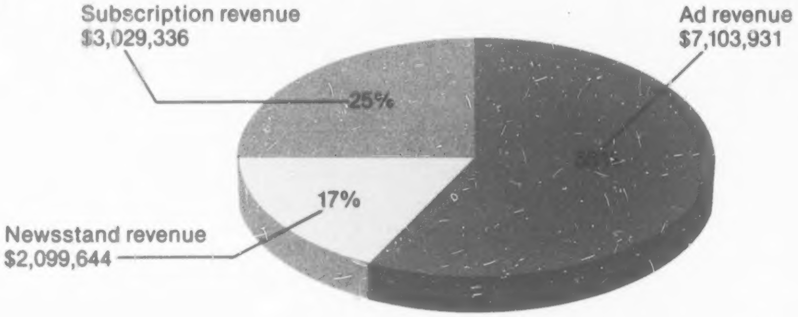
II. Consumer Publications Overview

Ad revenue sets the pace

A 15% hike in ad revenue and a 11% boost in ad pages versus '83 keep

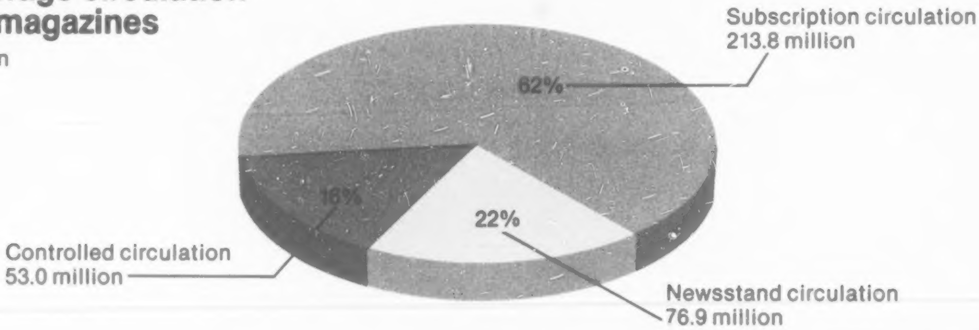
1984 Total revenue ($000) All Folio:400 magazines

Total revenue
$12,232,911



1984 Total average circulation All Folio:400 magazines

Total avg. circulation
343.7 million



1984 Performance composite—261 Folio:400 consumer magazines

		1984 (% of total)	1983 (% of total)	Index
Revenues ($millions)	Total revenue	10,694 (100)	9,681 (100)	110
	Ad revenue	5,748 (54)	4,979 (51)	115
	Subscription revenue	2,852 (27)	2,671 (28)	107
	Newsstand revenue	2,094 (19)	2,032 (21)	103
Ad pages		276,942 (100)	248,694 (100)	111
Circulation (millions of copies)	Total avg. circulation	326.1 (100)	323.7 (100)	101
	Total avg. sub circ.	204.4 (63)	199.1 (61)	103
	Total avg. news. circ.	76.8 (23)	79.5 (25)	97
	Total avg. controlled circ.	44.9 (14)	45.1 (14)	100

Figures are Folio estimates for the calendar year 1984.

Consumer Publications Overview

last year's hot pace going. These are responsible for the 10% total revenue increase over last year. Now topping $5.7 billion, ad revenue has climbed to 54% of total consumer dollars, up 3 share points from last year.

Circulation revenues, now $4.9 billion, are also up, but not as dramatically as in 1983 or their ad counterparts. Subscription dollars have increased 7% and have dropped a point to 27% of total revenue for FOLIO:400 consumer books. Newsstand revenue, although up 3% due largely to cover price increases, has declined to 19% of the total from 21% last year.

Gap between circulation growth and circ dollar growth narrows

Total average circulation of our 261 consumer books is up 1% versus a year ago, the result of a 3% increase in subscription circ. This total circulation growth is more in line with the 5% hike in 1984 circulation revenues. 1983, on the other hand, saw circulation grow 1% while circ revenues surged over 7%.

Subscriptions increase versus 1983

Total average subscription circulation the FOLIO:400 consumer books is up a healthy 3% versus 1983, and now accounts for 63% of the consumer circulation total. This share is two points higher than it was in 1983. Without as many of the dramatic sub price increases we saw in 1983, it seems that subscribers have returned to their preferred magazine folds.

Newsstand volume drops again

The total average newsstand circulation for our 261 consumer books is 76.8 million, off more than 3% compared with 1983. It has also dropped two points to 23% of the total. With newsstand revenue up 3%, it appears that there continues to be consumer resistance to higher single-copy prices.

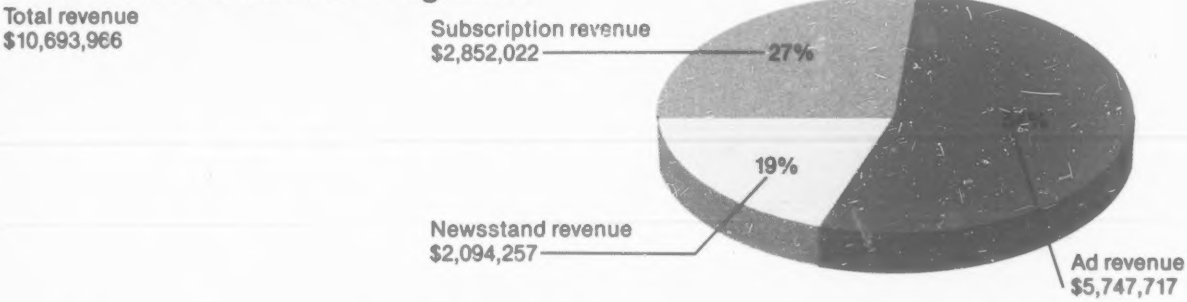
Controlled copies steady

Controlled circulation among our consumer books drops slightly, less than .5%, versus banner year 1983. Like last year, the inflight books and newspaper delivered magazines are largely responsible for this segment of the circulation.

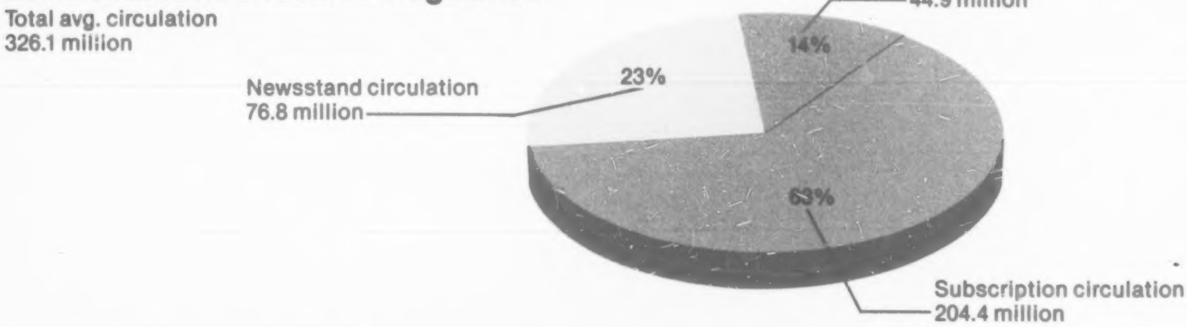
III. Business Publications Overview

FOLIO:400 business magazines record a 13% hike in revenues versus 1983 (Turn to page 281 for details). ▶

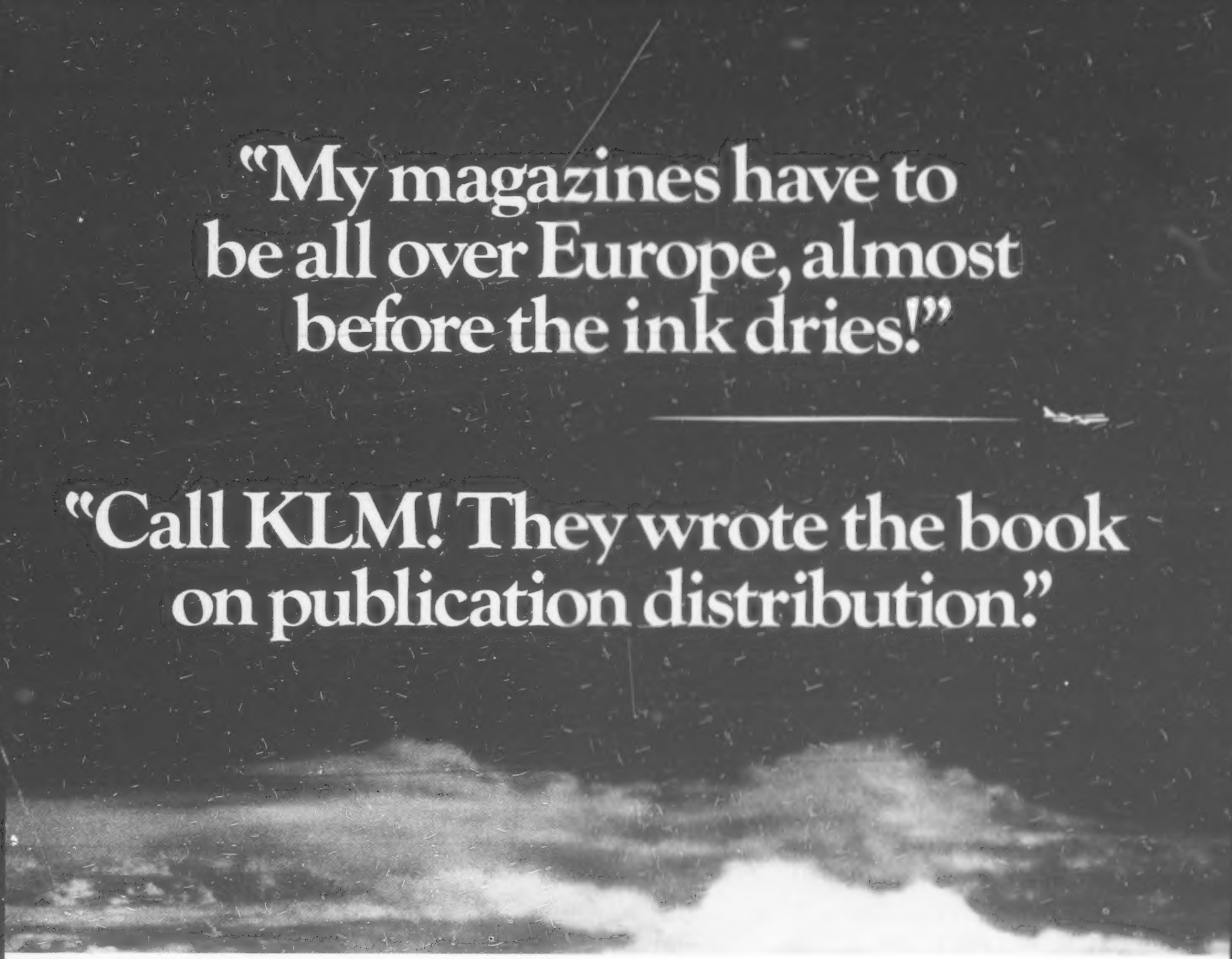
1984 Total revenue ($000s)
261 Folio:400 consumer magazines



1984 Total avg. circulation (millions of copies)
261 Folio:400 consumer magazines



Figures are FOLIO estimates for the calendar year 1984.



"My magazines have to be all over Europe, almost before the ink dries!"

"Call KLM! They wrote the book on publication distribution."

Over the past 26 years, KLM Cargo's *Publication Distribution Service* has grown into the largest airline publication handling system in the world.

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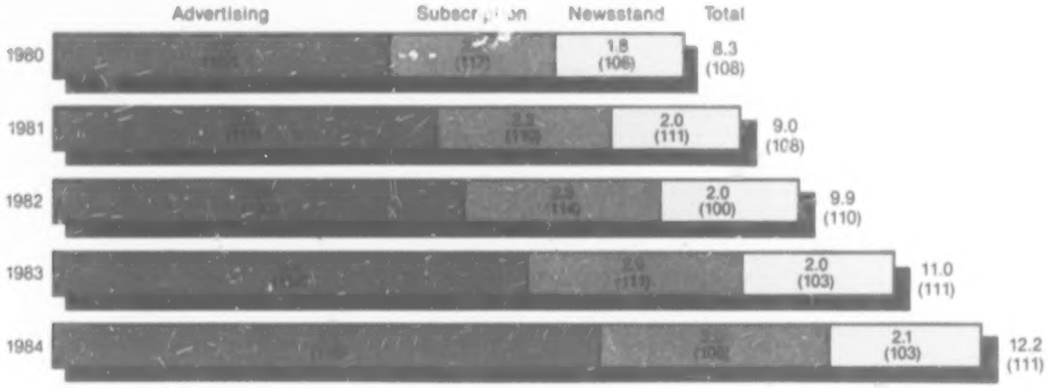
Five year summary of all Folio:400 magazines

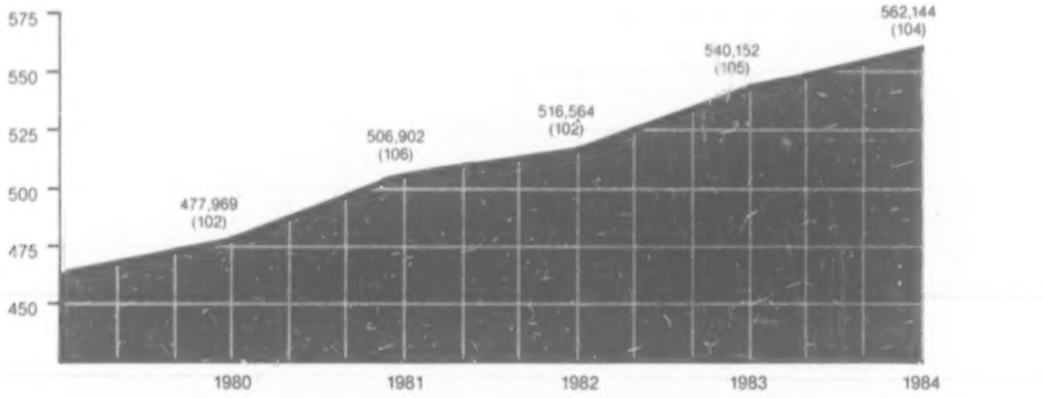
Revenues

$ billions
(Index vs. year ago)



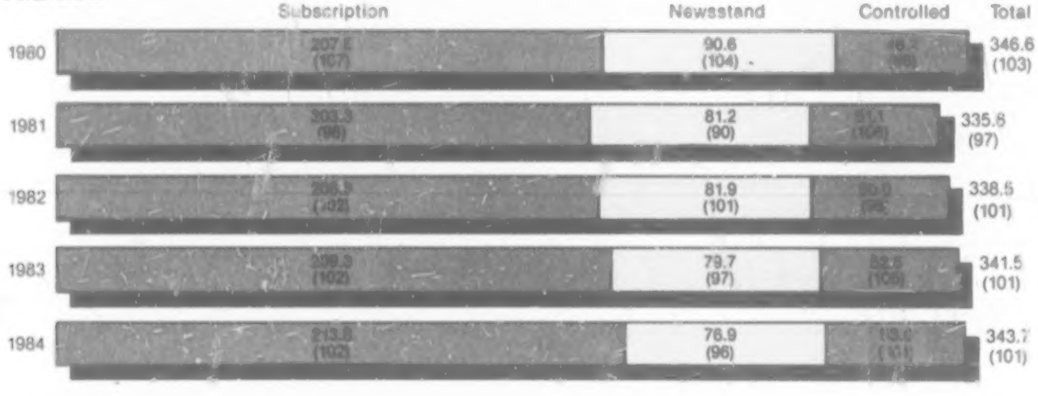
Ad Pages

(Index vs. year ago)



Average circulation

millions
(Index vs. year ago)



Indexes are actual; numbers are rounded to first decimal.

Figures are Folio estimates for the calendar year 1984

The Folio:400

The Seventh Annual Ranking of the Top 400 Revenue Publications in the United States for the Calendar Year 1984

PEOPLE LIKE YOU LIKE TV GUIDE.

For these TV Guide readers, sampling the international cuisine from the carts lined up outside the office turns a quick lunch into an adventure.

If you'd like to get your message to people who are eager to enjoy all that life offers, we'll put you in touch with more than 39 million of them.

TV GUIDE
TRIANGLE PUBLICATIONS, INC

The Folio:400

Rank '84	Rank '83	Magazine name	Est. 1984 Total Revenue ($000)	Total Revenue % Chg. '83/'84	Est. 1984 Ad Revenue ($000)	Est. 1984 Sub. Revenue ($000)	Est. 1984 Newstd. Revenue ($000)	Est. 1984 Ad Pages	Est. 1984 Average Circ.	Est. 1984 Average Sub. Circ.	Est. 1984 Average Newsstand Circ.
1	1	TV Guide	743,750	7.1	304,265	202,216	237,270	3,800	17,230,353	8,621,147	8,609,207
2	2	Time	540,742	10.7	335,589	183,741	21,412	2,818	4,625,322	4,400,883	224,440
3	3	People Weekly	387,288	19.9	232,888	39,427	114,973	4,063	2,768,105	1,011,455	1,756,651
4	4	Newsweek	352,044	9.3	247,095	88,226	16,724	3,004	3,025,012	2,845,996	179,016
5	6	Sports Illustrated	343,619	22.8	230,766	100,940	11,913	3,035	2,668,678	2,558,371	110,307
6	5	Reader's Digest	305,533	3.4	111,854	177,020	16,659	1,076	17,939,598	17,014,098	925,500
7	7	Family Circle	221,980	6.3	130,692	3,093	88,195	1,803	6,964,366	226,784	6,737,582
8	8	Good Housekeeping	221,743	5.8	133,313	45,466	42,964	2,032	5,240,543	3,404,491	1,836,053
9	11	BusinessWeek	217,895	16.0	184,782	29,710	3,403	4,972	856,953	824,398	32,555
10	14	Better Homes and Gardens	204,949	14.3	126,134	69,052	9,762	1,499	8,031,119	7,488,786	542,334
11	9	Woman's Day	198,491	5.3	110,367	905	87,219	1,527	6,676,726	69,246	6,507,480
12	12	National Geographic	183,448	-0.4	30,004	153,445	0	262	10,229,652	10,229,652	0
13	10	National Enquirer	178,881	-4.4	29,296	9,118	140,468	1,404	4,612,927	457,069	4,155,858
14	16	U.S.News & World Report	174,205	7.6	101,480	67,703	5,021	1,758	2,092,697	2,033,459	59,238
15	13	Playboy	171,354	-3.2	54,975	46,294	70,085	936	4,209,824	2,365,492	1,844,332
16	17	Penthouse	169,142	11.8	22,025	5,918	141,199	638	3,485,709	198,946	3,286,764
17	18	Cosmopolitan	161,591	12.5	95,144	4,859	61,588	2,491	2,907,126	275,177	2,631,949
18	15	Parade	157,346	-8.6	157,346	0	0	640	23,691,199	0	0
19	19	McCall's	142,268	7.4	76,274	52,298	13,696	1,193	6,267,710	5,506,841	760,869
20	21	Fortune	137,615	12.8	111,679	23,536	2,400	3,486	710,022	679,457	30,565
21	23	Forbes	137,372	24.6	109,729	24,506	3,138	3,834	726,232	690,988	35,244
22	20	Ladies' Home Journal	136,600	6.6	66,537	52,115	17,948	1,262	5,089,445	4,092,310	997,135
23	26	New York Times Magazine	111,036	21.8	111,036	0	0	4,735	1,543,322	0	0
24	25	Glamour	110,349	13.6	70,585	8,600	31,164	2,165	2,273,431	789,427	1,484,004
25	22	Star	109,395	-2.2	20,183	2,865	86,347	936	3,406,926	151,003	3,255,923
26	27	Vogue	102,584	15.7	67,355	8,170	27,059	3,466	1,163,962	422,214	741,748
27	30	Money	96,100	29.5	56,953	30,208	8,939	1,516	1,493,695	1,204,957	288,738
28	28	Redbook	92,662	10.2	53,095	27,692	11,875	1,176	3,974,470	3,314,733	659,737
29	29	Southern Living	90,884	9.3	53,335	33,606	3,943	1,592	2,255,459	2,109,417	146,042
30	24	Family Weekly	87,075	-10.4	87,075	0	0	693	12,850,888	0	0
31	32	Life	76,701	17.3	35,007	21,421	20,273	762	1,485,437	878,645	606,792
32	31	The New Yorker	75,061	4.4	60,167	12,085	2,808	3,539	500,534	464,534	36,000
33	33	Smithsonian	67,274	14.4	30,726	36,345	202	1,012	2,084,367	2,076,879	7,489
34	38	Mademoiselle	59,057	17.3	35,769	3,614	19,674	1,683	1,187,135	337,661	849,474
35	35	Sunset	58,194	9.2	43,050	13,536	1,607	1,782	1,393,337	1,304,035	89,302
36	42	Seventeen	57,661	22.7	32,257	16,257	9,148	1,496	1,719,909	1,211,704	508,205
37	40	Computerworld	55,294	15.0	50,160	5,134	0	6,350	125,518	125,518	0
38	37	Ebony	54,938	6.7	32,518	17,458	4,961	1,100	1,691,294	1,455,064	236,230
39	36	Prevention	54,799	7.5	16,542	35,841	2,416	881	2,928,002	2,793,763	134,240
40	39	Field & Stream	54,276	8.7	34,392	16,815	3,070	1,019	2,003,174	1,856,974	146,200
41	34	Globe	52,686	-2.8	5,508	820	46,359	930	1,845,744	62,712	1,783,032
42	41	Architectural Digest	50,249	6.2	27,765	16,717	5,767	1,601	601,048	494,248	106,800
43	45	Parents	49,443	11.4	31,016	16,530	1,897	1,002	1,687,139	1,585,488	91,651
44	46	Golf Digest	47,935	14.6	32,923	12,823	2,189	1,087	1,211,794	1,117,283	94,511
45	43	New York	47,492	4.9	33,865	10,289	3,338	2,944	436,779	395,573	41,206
46	50	Consumer Reports	46,832	14.5	0	43,380	3,452	0	3,143,922	2,991,714	152,208
47	54	Travel & Leisure	45,678	20.7	27,528	17,850	300	1,304	949,311	939,456	9,856
48	56	Harper's Bazaar	45,054	21.6	31,105	3,362	10,587	1,624	734,789	293,674	441,115
49	48	Popular Mechanics	44,747	6.8	27,255	11,957	5,535	1,151	1,652,185	1,344,689	307,496
50	44	Hustler	44,527	-0.9	0	851	43,676	0	944,112	22,674	921,438

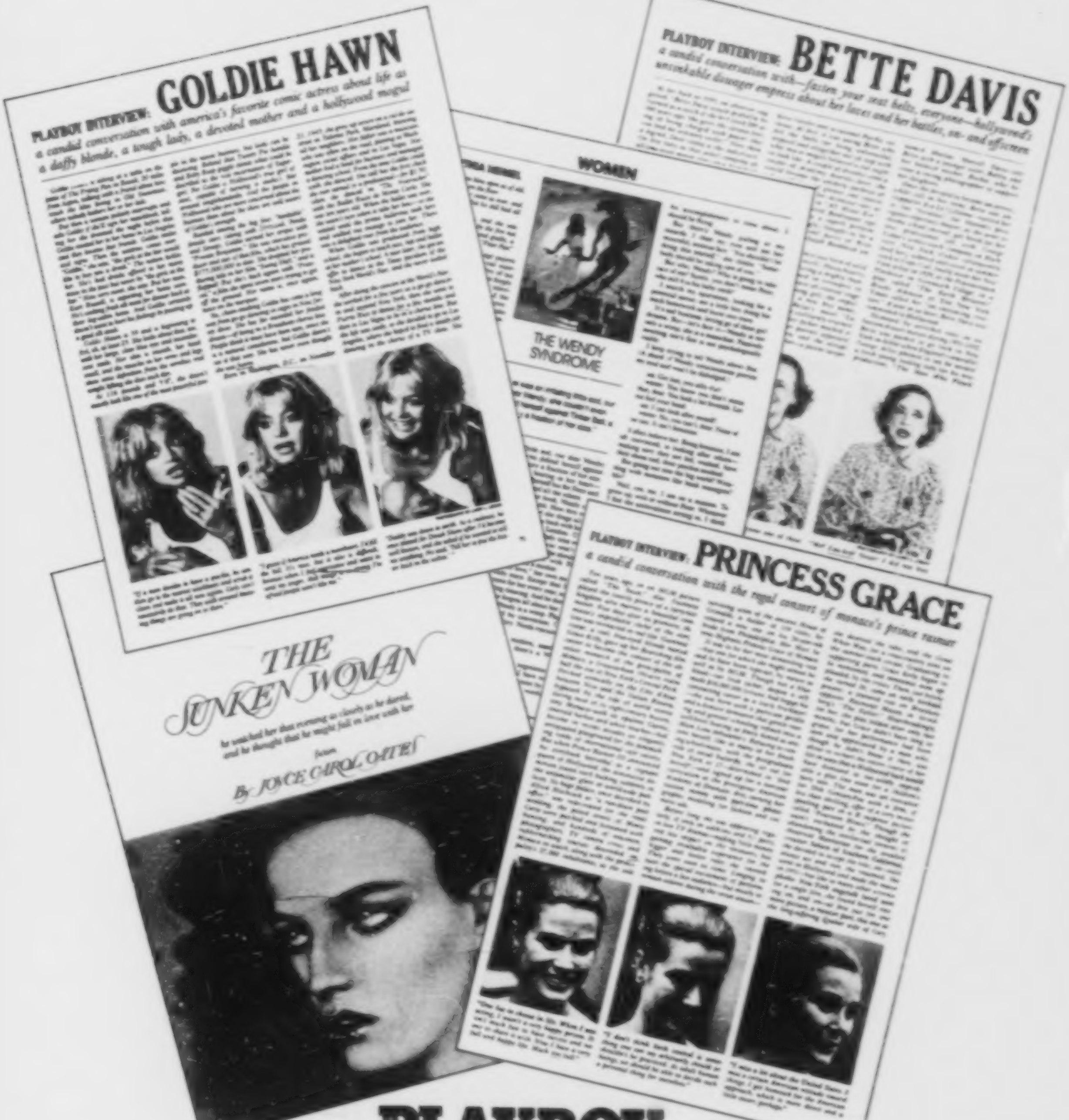
Figures are Folio estimates for the calendar year 1984.

The Folio:400

Rank '84	Rank '83	Magazine name	Est. 1984 Total Revenue ($000)	Total Revenue % Chg. '83/'84	Est. 1984 Ad Revenue ($000)	Est. 1984 Sub. Revenue ($000)	Est. 1984 Newstd. Revenue ($000)	Est. 1984 Ad Pages	Est. 1984 Average Circ.	Est. 1984 Average Sub. Circ.	Est. 1984 Average Newsstand Circ.
51	62	Inc.	43,787	32.5	34,991	7,590	1,206	1,500	526,295	492,800	33,495
52	60	Self	42,936	22.2	24,183	6,086	12,666	1,157	1,077,911	531,004	546,907
53	68	Gentlemen's Quarterly	42,522	34.1	26,725	4,279	11,519	1,922	624,667	240,706	383,961
54	51	Rolling Stone	42,376	8.9	22,469	9,809	10,098	1,067	825,711	559,426	266,285
55	49	Popular Science	41,863	2.8	22,946	14,108	4,809	970	1,803,360	1,574,353	229,008
56	59	Esquire	41,850	15.0	29,888	8,007	3,955	1,357	719,722	589,955	129,767
57	57	Byte	41,274	12.6	30,334	6,111	4,829	3,928	398,420	293,452	104,969
58	47	Jet	41,210	4.7	10,357	18,688	12,165	973	851,598	664,438	187,160
59	52	Bon Appetit	40,859	7.8	24,101	13,173	3,585	1,116	1,301,137	1,147,925	153,212
60	53	Barron's	40,229	2.0	20,998	10,616	8,615	2,350	280,138	171,777	108,362
61	63	Car and Driver	40,129	20.9	27,491	6,112	6,525	1,084	854,324	612,645	241,679
62	64	Modern Maturity	39,998	22.8	19,340	20,658	0	252	10,329,119	10,329,119	0
63	61	House Beautiful	39,047	15.5	26,066	6,631	6,351	1,139	869,334	597,932	271,403
64	70	Outdoor Life	38,035	7.6	19,435	15,266	3,334	916	1,513,279	1,354,509	158,770
65	80	Country Living	37,606	43.8	15,942	11,360	10,304	796	1,251,870	811,524	440,346
66	113	PC	37,305	92.1	30,888	2,506	3,909	5,627	160,697	107,691	53,006
67	58	Omni	37,182	2.8	16,080	11,243	9,859	818	837,282	508,665	328,618
68	67	Road & Track	36,411	12.7	24,745	6,103	5,562	1,250	740,115	475,248	264,867
69	77	Town & Country	35,881	22.3	27,049	5,200	3,632	1,903	404,336	303,452	100,884
70	65	Women's Wear Daily	35,652	11.0	32,239	3,168	244	6,972	63,351	61,399	1,953
71	73	House & Garden	35,002	13.9	18,903	11,792	4,307	1,095	563,459	473,733	89,726
72	75	Farm Journal	34,406	13.4	26,600	7,806	0	772	925,515	925,515	0
73	71	Home Mechanix	34,378	4.7	19,481	12,199	2,698	836	1,591,715	1,441,799	149,917
74	66	Us	33,553	4.6	8,190	7,417	17,937	449	1,015,232	481,389	533,843
75	69	Scientific American	33,531	7.0	17,133	12,298	4,098	840	649,253	512,667	136,587
76	55	Popular Photography	33,421	-10.8	24,401	6,210	2,811	1,164	915,230	794,061	121,170
77	72	The Sporting News	32,605	10.7	7,619	19,740	5,245	560	864,912	807,272	57,640
78	74	Discover	31,240	2.6	10,596	17,569	3,074	434	983,936	855,841	128,095
79	87	Avn. Week & Space Tech.	30,878	17.6	24,600	6,278	0	3,677	140,147	140,147	0
80	91	Restaurants & Insts.	30,490	34.8	30,490	0	0	4,362	126,654	0	0
81	90	Electronic Design	30,390	29.9	30,390	0	0	6,181	112,786	0	0
82	82	Advertising Age	30,089	18.3	25,610	4,128	352	3,787	84,317	81,733	2,584
83	81	Bride's	30,015	15.6	22,659	370	6,986	1,911	371,488	38,800	332,688
84	79	National Examiner	28,903	8.1	3,469	140	25,294	728	983,861	11,004	972,857
85	76	Changing Times	28,377	3.6	12,802	14,870	705	535	1,400,571	1,366,979	33,592
86	78	Highlights for Children	28,236	3.7	0	28,236	0	0	1,613,500	1,613,500	0
87	94	Working Woman	27,854	24.6	18,831	8,333	691	1,290	677,518	652,853	24,666
88	86	Motor Trend	27,711	10.1	18,514	4,506	4,691	801	767,774	551,792	215,982
89	107	Electronic News	27,465	37.2	25,389	2,076	0	4,567	66,605	66,605	0
90	106	1,001 Home Ideas	26,702	22.4	8,915	17,042	745	497	1,520,818	1,488,973	31,845
91	97	Personal Computing	26,487	21.7	18,245	6,124	2,118	1,910	545,682	478,576	67,106
92	93	Modern Photography	26,290	-3.2	17,082	6,613	2,594	1,101	714,891	605,709	109,182
93	102	EDN	25,834	24.5	25,834	0	0	6,096	122,259	0	0
94	92	Golf Magazine	25,650	13.5	16,525	7,260	1,865	811	786,438	703,752	82,687
95	239	PC World	25,568	133.1	19,806	2,619	3,143	2,711	233,018	148,975	71,487
96	85	New Woman	25,375	1.4	6,976	5,220	13,179	564	1,012,153	384,604	627,550
97	83	True Story	25,200	-0.6	10,970	9,907	4,323	696	1,513,218	1,225,030	288,188
98	95	Modern Bride	24,910	8.5	18,365	398	6,148	1,588	330,495	37,747	292,748
99	89	Gourmet	24,876	9.6	13,915	7,893	3,068	995	659,452	531,605	127,847
100	88	Guideposts	24,465	1.4	0	24,465	0	0	4,174,478	4,174,478	0

Figures are FOLIO estimates for the calendar year 1984.

WHO DO WOMEN BARE THEIR SOULS TO?



PLAYBOY INTERVIEW: GOLDIE HAWN

a candid conversation with america's favorite comic actress about life as a daffy blonde, a tough lady, a devoted mother and a hollywood mogul

WOMEN

THE WENDY SYNDROME

PLAYBOY INTERVIEW: BETTE DAVIS

a candid conversation with—fasten your seat belts, everyone—hollywood's unsinkable dowager empress about her loves and her battles, on- and offscreen

PLAYBOY INTERVIEW: PRINCESS GRACE

a candid conversation with the royal consort of monaco's prince rainier

THE SUNKEN WOMAN

he watched her that morning as closely as he dared, and he thought that he might fall in love with her

fiction

By JOYCE CAROL OATES

PLAYBOY

The Folio:400

Rank '84	Rank '83	Magazine name	Est. 1984 Total Revenue ($000)	Total Revenue % Chg. '83/'84	Est. 1984 Ad Revenue ($000)	Est. 1984 Sub. Revenue ($000)	Est. 1984 Newstd. Revenue ($000)	Est. 1984 Ad Pages	Est. 1984 Average Circ.	Est. 1984 Average Sub. Circ.	Est. 1984 Average Newsstand Circ.
101	110	W	24,231	22.3	18,283	4,759	1,189	1,329	209,224	186,357	22,867
102	96	New England Jour.of Med.	24,179	11.5	14,000	10,179	0	4,748	213,447	212,071	0
103	100	Institutional Investor	24,052	14.4	22,438	1,614	0	1,776	78,191	13,449	0
104	117	Soap Opera Digest	24,034	27.6	2,155	7,751	14,129	328	820,633	385,895	434,738
105	84	Organic Gardening	23,576	-5.2	9,528	13,860	188	796	1,375,999	1,365,535	10,464
106	101	Hot Rod	23,025	9.0	11,924	4,700	6,401	735	860,246	555,454	304,792
107	112	The Family Handyman	22,466	15.5	12,057	9,283	1,126	755	1,209,604	1,145,251	64,353
108	109	Sport	22,115	10.6	10,536	7,996	3,583	522	928,705	779,427	149,278
109	116	Metropolitan Home	21,950	17.5	13,871	6,336	1,743	880	723,007	648,507	74,500
110	130	Design News	21,868	37.5	21,868	0	0	4,949	155,684	0	0
111	98	Medical Economics	21,513	3.4	20,768	745	0	3,957	172,878	19,595	0
112	105	Essence	21,480	6.9	13,383	4,482	3,614	1,015	700,395	491,224	209,171
113	103	'Teen	21,021	1.3	8,815	7,221	4,985	620	1,001,976	725,038	276,938
114	99	Club	20,752	1.4	0	191	20,561	0	463,605	6,692	456,913
115	*	L.A. Times Home Magazine	20,387	ne	20,387	0	0	1,435	1,331,666	0	0
116	111	Playgirl	19,931	1.7	1,374	3,114	15,443	420	625,035	196,063	428,972
117	104	Gallery	19,808	0.9	502	513	18,794	115	493,614	23,305	470,309
118	125	Tennis	19,731	17.9	14,974	3,808	949	1,035	504,638	460,187	44,452
119	124	Texas Monthly	19,646	12.8	15,184	3,281	1,180	1,707	288,906	239,723	49,183
120	114	Successful Farming	19,583	1.7	15,860	3,723	0	714	660,754	548,562	0
121	119	Sports Afield	19,490	5.6	12,844	3,571	3,074	1,053	523,168	391,782	131,387
122	138	Datamation	18,983	26.5	18,983	0	0	2,888	148,878	0	0
123	115	Yankee	18,818	-1.6	5,500	11,927	1,391	975	954,941	878,683	76,258
124	120	Nation's Business	18,713	8.0	8,969	9,720	24	432	863,515	862,634	882
125	133	Signature	18,584	20.4	9,160	9,424	0	682	787,697	787,697	0
126	139	American Banker	18,246	16.1	9,548	8,698	0	2,519	22,890	22,890	0
127	165	The Economist U.S. Ed.	17,966	28.2	10,883	6,111	971	2,472	101,792	94,174	7,618
128	134	Machine Design	17,966	16.5	17,966	0	0	3,989	166,837	0	0
129	108	The Mother Earth News	17,950	-10.2	3,683	10,854	3,412	292	874,590	685,020	189,570
130	127	Psychology Today	17,755	1.2	5,509	10,358	1,888	321	853,625	772,940	80,686
131	122	Stereo Review	17,744	2.1	13,104	3,437	1,203	562	578,519	515,856	62,663
132	*	Muscle & Fitness	17,732	ne	2,100	1,528	14,104	1,280	420,071	52,776	367,295
133	118	Progressive Farmer	17,684	-3.9	12,879	4,806	0	720	569,786	569,786	0
134	149	Daily News Record	17,510	23.9	16,373	1,138	0	3,487	22,751	22,751	0
135	156	Working Mother	17,380	31.2	11,016	5,978	385	872	518,009	501,539	16,470
136	126	Science 84	17,232	4.0	7,124	8,381	1,728	384	718,970	632,592	86,379
137	131	Journal of the AMA	17,124	9.1	15,779	1,344	0	3,496	321,797	241,184	0
138	145	Industry Week	17,113	19.8	17,113	0	0	1,333	302,506	0	0
139	144	Adweek	16,972	18.2	15,045	1,824	103	2,297	54,960	38,161	1,318
140	154	Los Angeles Magazine	16,508	11.6	13,276	1,558	1,673	2,528	164,961	102,994	61,967
141	132	Electronics	16,489	5.7	14,101	2,388	0	3,574	99,504	99,504	0
142	136	Frequent Flyer	16,251	3.6	5,554	10,697	0	705	285,250	285,250	0
143	155	Cheri	15,885	20.7	0	0	15,885	0	349,123	0	349,123
144	159	Health	15,878	16.4	5,364	10,465	49	435	996,267	995,839	2,428
145	150	Ski	15,820	12.8	12,190	2,548	1,081	888	421,607	344,361	77,246
146	142	Engineering News-Record	15,590	6.4	12,083	3,507	0	2,797	103,134	103,134	0
147	141	Skiing	15,519	5.9	11,801	2,635	1,082	986	432,898	340,307	92,591
148	174	Electronic Engin. Times	15,500	39.6	15,500	0	0	3,232	103,060	0	0
149	197	Compute!	15,486	42.5	6,109	3,280	6,097	966	345,147	172,911	172,236
150	205	Electronic Buyers' News	15,400	49.5	15,400	0	0	4,476	50,972	0	0

Figures are Folio estimates for the calendar year 1984.

* = did not rank in 1983

ne = not estimated

WHO SHOWS 11.8 MILLION AMERICAN MEN THE ROPES?

PLAYBOY GUIDE
THE MAGIC OF COMPACT DISCS
VIDEO-GAME
KATE JACKSON
AND TED DANSON
LIKE YOU'VE NEVER SEEN (OR HEARD)!
ON·THE·SCENE
TALKS OF THE TOWN
MEN
TOYS FOR SUCCESS
MONEY 101: TERMS OF ENRICHMENT
everything you need to know to be a financial adult
PLAYBOY GUIDE
HOLIDAY ENTERTAINING
CELEBRATE!
GOOD CHEER: DRINK RECIPES WITH PUNCH

MRI, Spring 1985.

PLAYBOY

The Folio:400

Rank '84	Rank '83	Magazine name	Est. 1984 Total Revenue ($000)	Total Revenue % Chg. '83/'84	Est. 1984 Ad Revenue ($000)	Est. 1984 Sub. Revenue ($000)	Est. 1984 Newstd. Revenue ($000)	Est. 1984 Ad Pages	Est. 1984 Average Circ.	Est. 1984 Average Sub. Circ.	Est. 1984 Average Newsstand Circ.
151	146	**Endless Vacation**	15,390	35.3	209	15,180	0	48	379,048	379,048	0
152	*	**National Geo. Traveler**	15,319	ne	3,603	11,716	0	212	937,254	937,254	0
153	129	**Oil & Gas Journal**	15,163	-4.9	13,148	2,015	0	3,885	62,013	62,013	0
154	135	**High Society**	15,150	-0.7	0	0	15,150	0	360,723	0	360,723
155	199	**Home**	15,013	38.4	7,301	5,763	1,950	610	578,788	495,473	83,315
156	153	**Colonial Homes**	14,906	12.2	6,365	4,705	3,836	414	620,990	407,883	213,107
157	179	**Boating**	14,865	27.0	11,161	2,179	1,524	1,591	191,499	143,582	47,917
158	123	**Grit**	14,828	-14.5	2,071	7,470	5,287	365	582,321	449,320	133,001
159	158	**Runner's World**	14,697	15.5	6,404	4,316	3,976	622	346,658	232,095	114,563
160	192	**United**	14,541	30.5	14,541	0	0	1,357	399,437	0	0
161	163	**HFD**	14,523	16.2	13,823	700	0	3,501	31,705	31,705	0
162	162	**Sail**	14,511	15.8	10,308	2,423	1,780	1,638	171,600	112,253	59,347
163	137	**Creative Computing**	14,478	-3.5	8,500	3,317	2,661	1,448	230,942	155,781	75,161
164	165	**Food & Wine**	14,328	16.1	5,777	8,144	407	506	549,622	532,219	17,403
165	219	**Computer Systems News**	14,300	47.4	14,300	0	0	2,923	57,360	0	0
166	148	**Science Digest**	14,274	0.5	4,867	4,846	4,561	379	566,051	376,024	190,027
167	147	**Nursing '84**	14,259	0.2	6,632	7,627	0	771	511,140	511,140	0
168	215	**Venture**	14,243	45.4	10,782	2,763	698	1,054	287,968	264,215	23,754
169	152	**Weight Watchers Mag.**	14,159	11.3	4,946	6,602	2,611	362	849,869	704,800	145,070
170	170	**Billboard**	14,042	14.6	7,260	4,400	2,382	1,744	46,961	32,367	14,595
171	160	**Army Times**	14,030	11.0	8,537	4,148	1,345	1,790	132,515	115,595	16,920
172	191	**Natural History**	13,891	17.0	4,756	8,953	181	510	503,457	497,415	6,042
173	157	**Chicago**	13,831	11.9	10,551	2,631	649	1,775	222,911	198,857	24,054
174	226	**Interior Design**	13,758	19.0	11,803	1,484	470	3,290	49,967	42,738	7,229
175	*	**Young Miss**	13,745	ne	4,432	8,017	1,295	386	796,331	709,965	86,366
176	151	**Games**	13,562	-1.0	2,876	8,494	2,192	252	659,716	555,318	104,398
177	167	**real estate today**	13,474	10.1	1,429	12,045	0	134	618,778	617,696	0
178	210	**Shape**	13,407	33.3	2,650	2,135	8,621	720	489,904	121,464	368,440
179	180	**The Atlantic**	13,405	16.2	6,745	5,536	1,124	591	433,780	386,961	46,819
180	181	**Restaurant Business**	13,310	20.8	13,310	0	0	2,882	105,990	0	0
181	169	**Automotive News**	13,295	9.1	10,905	2,390	0	2,385	61,233	61,233	0
182	182	**Mini-Micro Systems**	13,200	14.6	13,200	0	0	2,413	122,000	0	0
183	172	**The Travel Agent**	13,097	8.5	12,827	270	0	8,138	34,178	30,016	0
184	161	**Natl. Geographic World**	13,063	4.1	0	13,063	0	0	1,345,339	1,345,339	0
185	218	**Computer Decisions**	12,959	32.5	12,959	0	0	2,038	167,611	0	0
186	186	**Nation's Restaurant News**	12,905	13.5	11,681	1,224	0	2,547	73,860	70,743	0
187	242	**On Cable**	12,896	37.8	2,950	9,946	0	165	1,261,166	936,535	0
188	193	**Saturday Evening Post**	12,896	14.4	3,622	7,152	2,122	330	694,747	560,018	134,729
189	166	**Car Craft**	12,805	5.3	6,549	2,052	4,204	868	427,256	227,070	200,186
190	175	**Creative Ideas f. Living**	12,758	8.7	5,400	6,632	727	471	737,390	702,795	34,596
191	196	**Yachting**	12,733	16.1	9,527	1,823	1,383	2,059	144,957	96,870	48,087
192	168	**Science**	12,728	5.7	8,405	4,322	0	1,730	154,369	154,369	0
193	198	**Architectural Record**	12,649	18.0	10,284	2,365	0	1,781	75,164	75,164	0
194	177	**Air Force Times**	12,575	7.5	8,441	3,461	674	1,865	104,819	96,344	8,475
195	171	**Travel-Holiday**	12,556	2.5	5,598	6,840	118	446	759,870	753,295	6,575
196	184	**Chemical Engineering**	12,549	9.7	10,972	1,577	0	2,406	66,364	66,364	0
197	207	**Popular Computing**	12,473	23.1	7,529	2,554	2,390	1,217	284,870	211,334	73,536
198	173	**Meetings & Conventions**	12,464	3.5	12,464	0	0	1,522	78,619	0	0
199	295	**American Health**	12,439	85.2	4,974	6,354	1,111	405	680,974	619,225	61,749
200	178	**Flying**	12,430	8.4	6,834	3,759	1,836	575	332,772	254,291	78,482

Figures are Folio estimates for the calendar year 1984.

* = did not rank in 1983
ne = not estimated

WHO SCORES POINTS WITH 11.8 MILLION MEN?

SPORTS

By DAN JENKINS

PLAYBOY'S PIGSKIN PREVIEW

PLAYBOY INTERVIEW: WAYNE GRETZKY

a candid conversation about life on and off the ice with the young hockey superstar considered by many to be the world's best athlete

PLAYBOY

MRI, Spring 1985.

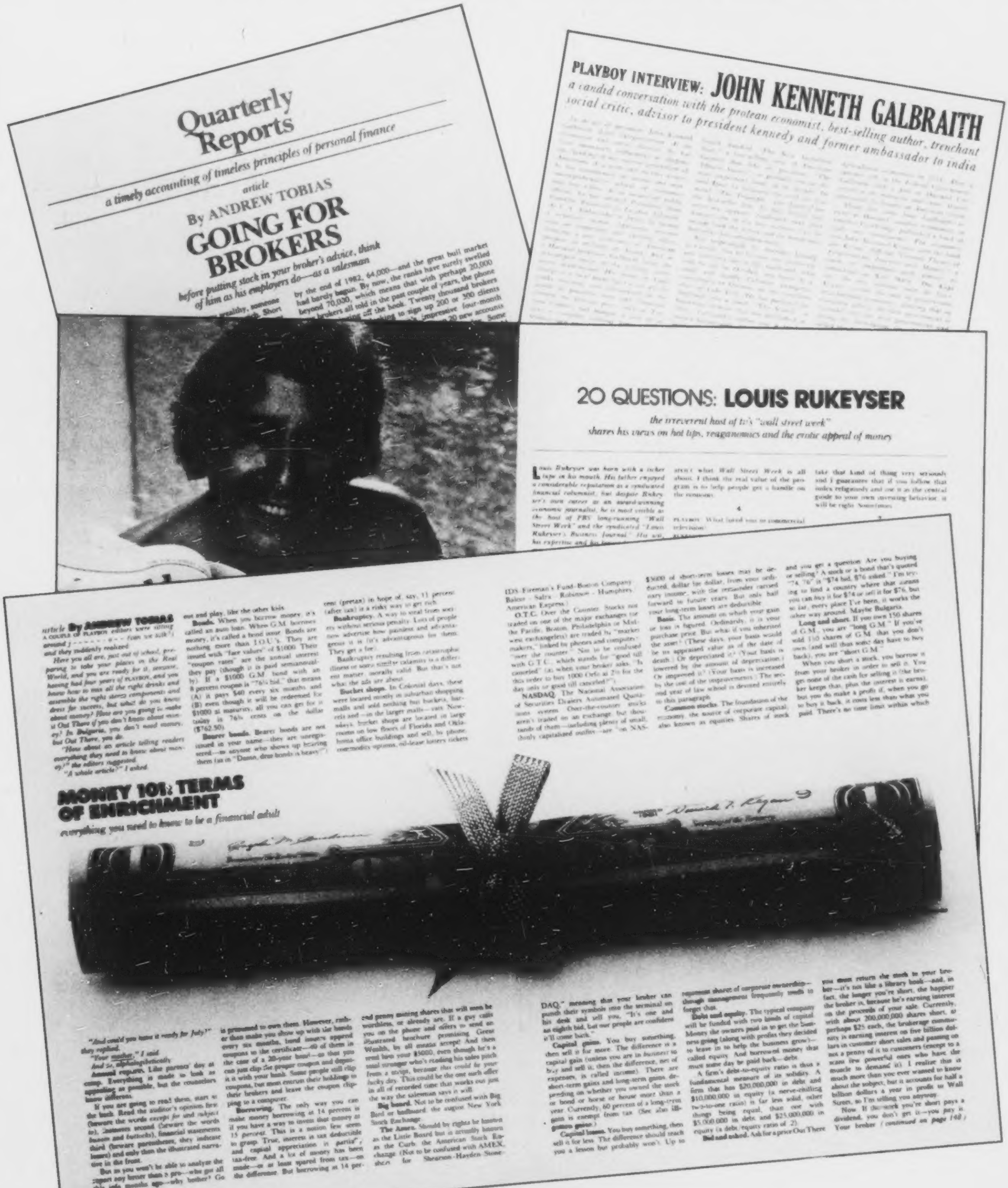
The Folio:400

Rank '84	Rank '83	Magazine name	Est. 1984 Total Revenue ($000)	Total Revenue % Chg. '83/'84	Est. 1984 Ad Revenue ($000)	Est. 1984 Sub. Revenue ($000)	Est. 1984 Newstd. Revenue ($000)	Est. 1984 Ad Pages	Est. 1984 Average Circ.	Est. 1984 Average Sub. Circ.	Est. 1984 Average Newsstand Circ.
201	188	**Forum**	12,419	9.7	184	457	11,776	155	418,747	26,138	392,610
202	140	**Cycle**	12,383	-15.9	7,559	2,857	1,967	525	427,261	317,967	109,294
203	267	**Circus Magazine**	12,160	58.7	1,733	442	9,985	481	449,814	23,125	426,689
204	187	**Guns & Ammo**	11,879	6.5	5,543	3,268	3,069	606	522,256	377,757	144,499
205	195	**Plant Engineering**	11,849	7.8	11,849	0	0	2,262	105,024	0	0
206	245	**American Medical News**	11,749	36.2	11,607	142	0	1,171	313,914	223,176	0
207	*	**Computer Retail News**	11,700	ne	11,700	0	0	3,475	38,906	0	0
208	194	**Genesis**	11,674	7.0	0	96	11,578	0	285,222	3,104	282,1[illegible]
209	128	**Oui**	11,588	-26.9	420	256	10,913	308	247,308	6,088	241,220
210	224	**Prairie Farmer**	11,576	5.3	9,750	1,826	0	1,263	182,840	182,840	0
211	223	**Video Review**	11,470	25.3	5,811	3,687	1,972	684	355,371	271,084	84,287
212	*	**Compute!'s Gazette**	11,375	ne	4,045	2,819	4,511	1,050	273,183	133,309	139,874
213	228	**Ms.**	11,371	16.3	6,332	4,052	987	653	469,649	422,077	47,572
214	202	**Purchasing Magazine**	11,357	17.8	11,357	0	0	2,442	94,592	0	0
215	217	**Black Enterprise**	11,321	12.3	8,752	2,297	271	764	245,494	233,278	12,216
216	208	**High Fidelity**	11,182	12.0	6,640	3,763	779	444	396,278	362,973	33,305
217	259	**Builder**	11,158	38.8	8,370	2,788	0	1,183	179,515	170,112	0
218	200	**New Shelter**	11,136	2.9	4,464	6,356	317	469	712,282	688,795	23,488
219	176	**Boys' Life**	11,113	-6.5	2,808	8,305	0	207	1,463,047	1,463,047	0
220	209	**Playbill**	11,024	9.4	10,827	164	33	720	984,584	10,932	1,816
221	213	**Dun's Business Month**	10,997	10.8	10,781	216	0	821	293,000	7,710	0
222	220	**California Magazine**	10,933	18.2	8,296	2,171	466	834	273,507	254,091	19,416
223	*	**Family Computing**	10,884	ne	6,162	3,020	1,702	696	349,439	285,852	63,587
224	233	**Consumers Digest**	10,865	19.2	1,411	9,381	74	102	1,011,329	1,005,195	6,134
225	212	**American Baby**	10,845	9.1	9,818	1,027	0	485	1,001,074	115,665	0
226	221	**Cycle World**	10,811	11.3	6,638	2,379	1,795	609	356,858	257,155	99,703
227	216	**Computer Design**	10,800	12.2	10,800	0	0	2,324	92,149	0	0
228	232	**New Equipment Digest**	10,702	8.4	10,702	0	0	1,025	203,229	0	0
229	189	**Sesame Street**	10,669	-5.7	0	7,725	2,944	0	1,057,082	798,830	258,252
230	235	**Eastern Review**	10,599	16.5	10,599	0	0	1,372	316,913	0	0
231	*	**Professional Builder**	10,590	ne	10,285	305	0	1,635	134,952	8,610	0
232	203	**InfoWorld**	10,578	7.1	7,569	2,238	771	2,332	117,623	108,038	9,585
233	215	**Supermarket News**	10,578	7.1	9,937	641	0	1,375	54,225	54,225	0
234	229	**AmericanWay**	10,540	14.2	10,540	0	0	1,227	254,621	0	0
235	227	**Navy Times**	10,443	11.5	7,070	2,854	519	1,991	85,911	79,378	6,533
236	222	**Harvard Business Review**	10,323	6.8	2,828	7,352	143	373	242,723	238,469	4,254
237	201	**The Workbasket**	10,290	0.5	2,464	7,531	294	386	1,784,061	1,754,636	29,425
238	252	**Trailer Life**	10,217	17.2	7,452	2,327	438	1,471	303.972	285,729	18,243
239	206	**World Tennis**	10,216	-0.2	6,622	3,013	581	532	385,955	358,280	27,675
240	238	**High Technology**	10,212	4.1	5,177	4,298	738	411	305,499	274,759	30,740
241	236	**Industrial Equip. News**	10,194	12.6	10,194	0	0	1,038	202,350	0	0
242	278	**Crafts Magazine**	10,116	37.1	2,233	4,612	3,271	770	498,255	345,974	152,281
243	318	**Decision**	10,000	66.7	0	10,000	0	0	2,000,000	2,000,000	0
244	183	**Easyriders**	9,960	0.0	650	954	8,356	250	379,256	75,193	304,063
245	247	**Journal of Accountancy**	9,913	16.5	4,739	5,175	0	1,087	273,086	273,086	0
246	253	**Chemical & Engin. News**	9,859	18.9	7,320	2,539	0	1,471	126,938	126,938	0
247	190	**National Lampoon**	9,836	-12.6	2,234	2,085	5,518	223	462,614	232,710	229,904
248	246	**Washingtonian Magazine**	9,836	11.4	7,240	1,618	977	1,980	135,861	94,099	41,763
249	260	**Bicycling**	9,823	19.5	6,065	2,156	1,602	973	251,499	166,754	84,745
250	231	**Chemical Week**	9,707	6.4	8,344	1,363	0	1,673	49,723	42,309	0

Figures are Folio estimates for the calendar year 1984.

* = did not rank in 1983
ne = not estimated

WHO PUTS 15 MILLION MONEY MAKERS ONE UP ON WALL STREET?



Quarterly Reports

a timely accounting of timeless principles of personal finance

article By ANDREW TOBIAS

GOING FOR BROKERS

before putting stock in your broker's advice, think of him as his employers do—as a salesman

PLAYBOY INTERVIEW: JOHN KENNETH GALBRAITH

a candid conversation with the protean economist, best-selling author, trenchant social critic, advisor to president kennedy and former ambassador to india

20 QUESTIONS: LOUIS RUKEYSER

the irreverent host of tv's "wall street week" shares his views on hot tips, reaganomics and the erotic appeal of money

MONEY 101: TERMS OF ENRICHMENT

everything you need to know to be a financial adult

MRI, Spring 1985.

PLAYBOY

The Folio:400

Rank		Magazine name	Est. 1984 Total Revenue ($000)	Total Revenue % Chg. '83/'84	Est. 1984 Ad Revenue ($000)	Est. 1984 Sub. Revenue ($000)	Est. 1984 Newstd. Revenue ($000)	Est. 1984 Ad Pages	Est. 1984 Average Circ.	Est. 1984 Average Sub. Circ.	Est. 1984 Average Newsstand Circ.
'84	'83										
251	264	**Chronicle of Higher Ed.**	9,641	24.3	6,804	2,838	0	2,277	70,943	70,943	0
252	211	**The American Legion**	9,619	-3.6	3,362	6,257	0	277	2,502,836	2,502,836	0
253	250	**American Photographer**	9,479	13.9	5,067	3,268	1,144	504	297,179	254,801	42,378
254	322	**Video**	9,470	48.2	5,466	2,097	1,907	885	279,219	197,707	81,512
255	265	**AutoWeek**	9,378	21.4	6,184	2,968	226	1,588	143,160	139,688	3,472
256	254	**Motor Boating & Sailing**	9,340	13.3	7,174	1,302	864	1,872	141,742	108,560	33,182
257	204	**Diversion**	9,217	-11.3	9,217	0	0	2,387	177,196	0	0
258	268	**Crain's Chicago Business**	9,191	20.3	7,848	1,183	160	1,631	46,790	36,514	3,084
259	263	**National Wildlife**	9,120	16.6	0	9,120	0	0	810,691	810,691	0
260	289	**4 Wheel & Off-Road**	9,029	29.0	4,242	1,399	3,388	889	300,529	153,495	147,034
261	262	**Philadelphia Magazine**	8,837	8.4	6,848	1,309	680	1,635	144,958	115,896	29,062
262	164	**Vanity Fair**	8,835	-28.9	4,037	3,231	1,567	335	273,542	221,301	52,241
263	255	**Bassmaster Magazine**	8,792	7.2	4,650	3,920	222	452	405,855	391,952	13,903
264	249	**Annals of Internal Med.**	8,785	0.7	4,716	4,070	0	1,947	93,836	93,836	0
265	309	**MIS Week**	8,590	37.0	8,590	0	0	1,529	108,599	0	0
266	331	**Telephony**	8,565	21.8	7,777	788	0	4,181	37,485	28,972	0
267	256	**Business & Comm. Avn.**	8,504	4.0	8,504	0	0	1,125	51,885	0	0
268	*	**Connoisseur**	8,504	ne	4,619	3,232	653	702	234,319	216,173	18,146
269	*	**Fins & Feathers**	8,503	ne	2,052	5,116	1,335	502	436,314	379,259	57,055
270	287	**Boston Magazine**	8,402	22.2	6,950	943	509	1,831	119,280	96,117	23,164
271	280	**Data Communications**	8,380	16.0	7,468	912	0	2,120	41,046	36,002	0
272	*	**Guitar Player**	8,375	ne	3,721	1,462	3,193	918	167,446	61,025	106,421
273	241	**Club International**	8,314	-4.9	0	46	8,268	0	185,532	1,600	183,932
274	317	**Packaging Digest**	8,298	36.3	8,298	0	0	1,609	87,320	0	0
275	334	**Hospitals**	8,212	18.6	7,985	227	0	2,026	84,222	6,474	0
276	332	**Successful Meetings**	8,169	23.5	8,169	0	0	1,405	77,107	0	0
277	234	**RN**	8,144	-10.5	3,024	5,120	0	509	327,593	327,593	0
278	310	**Spectrum**	8,089	22.5	6,167	1,922	0	1,122	245,694	235,280	0
279	251	**Hoard's Dairyman**	8,079	-4.6	6,911	1,168	0	745	185,879	185,879	0
280	286	**Savvy**	8,015	5.6	4,684	2,943	388	542	304,835	288,664	16,171
281	285	**Amer. Family Physician**	8,002	13.7	8,002	0	0	2,480	126,327	0	0
282	274	**The Blood-Horse**	7,890	8.6	6,440	1,327	123	6,958	21,432	20,320	1,112
283	283	**Skin Diver**	7,885	7.7	5,917	1,264	704	887	201,237	171,893	29,344
284	294	**Modern Plastics**	7,873	17.1	6,555	1,318	0	1,240	54,050	48,863	0
285	282	**Delta Sky**	7,864	10.3	7,864	0	0	909	294,000	0	0
286	269	**Hospital Practice**	7,838	2.8	7,838	0	0	1,924	180,425	0	0
287	279	**EC&M**	7,826	8.0	6,449	1,377	0	1,181	76,526	76,526	0
288	258	**The Farmer**	7,822	-1.7	6,932	890	0	1,111	144,256	144,256	0
289	292	**Business Insurance**	7,803	15.9	6,524	1,279	0	1,507	44,514	29,076	0
290	261	**Amer. Journal of Nursing**	7,716	0.6	3,297	4,419	0	689	315,630	315,630	0
291	395	**Electronic Business**	7,657	82.6	7,657	0	0	2,252	50,740	0	0
292	296	**Research & Development**	7,647	15.4	7,647	0	0	1,548	113,092	0	0
293	270	**Audubon**	7,579	-0.3	1,500	5,967	112	175	379,135	372,911	6,224
294	257	**Patient Care**	7,522	-7.6	7,522	0	0	2,153	112,201	0	0
295	312	**Publishers Weekly**	7,497	18.3	4,911	2,586	0	2,724	38,198	38,198	0
296	290	**Workbench**	7,408	4.7	2,981	4,078	349	358	883,133	844,333	38,800
297	388	**Modern Healthcare**	7,353	60.8	6,787	566	0	1,766	78,443	11,322	0
298	348	**A.C., Htg.& Refrig. News**	7,348	4.0	6,334	1,014	0	1,925	26,450	26,450	0
299	*	**M The Civilized Man**	7,342	ne	4,901	1,080	1,361	766	100,466	62,664	37,802
300	276	**Instructor**	7,334	4.5	4,063	3,271	0	774	251,947	251,947	0

Figures are FOLIO estimates for the calendar year 1984.

* = did not rank in 1983
ne = not estimated

WHO DO THE WHO'S WHO REALLY TALK TO?

20 QUESTIONS: JAMIE LEE CURTIS

the beautiful screamer says no to the fast life, yes to marriage, and confesses she's [illegible]

PLAYBOY INTERVIEW: JAMES A. MICHENER

a candid conversation about literature, goat dragging, world travel, liberalism and five-pound books with the perpetually popular author

PLAYBOY INTERVIEW: JOHN DE LOREAN

a candid conversation—the first since his trial—with the former auto tycoon about the cocaine bust, cristina ferrare and religion

INTERVIEW: FIDEL CASTRO

conversation about reagan, revolution, dictators, drugs, debt and with cuba's communist leader—and washington's nemesis

PLAYBOY

The Folio:400

Rank '84	Rank '83	Magazine name	Est. 1984 Total Revenue ($000)	Total Revenue % Chg. '83/'84	Est. 1984 Ad Revenue ($000)	Est. 1984 Sub. Revenue ($000)	Est. 1984 Newstd. Revenue ($000)	Est. 1984 Ad Pages	Est. 1984 Average Circ.	Est. 1984 Average Sub. Circ.	Est. 1984 Average Newsstand Circ.
301	273	Progressive Grocer	7,333	-1.2	7,333	0	0	1,092	76,290	0	0
302	*	The Homeowner	7,328	ne	1,848	5,070	409	260	639,621	612,337	27,285
303	311	ABA Journal	7,281	16.6	5,494	1,787	0	707	338,375	324,957	0
304	366	Restaurant Hospitality	7,253	27.1	7,253	0	0	1,331	95,196	0	0
305	346	Electronic Products	7,200	38.5	7,200	0	0	2,011	120,007	0	0
306	299	Mod. Materials Handling	7,200	10.5	7,200	0	0	1,707	105,790	0	0
307	315	Gifts & Decor. Access.	7,181	17.5	6,409	772	0	2,531	32,641	32,641	0
308	328	Sales & Marketing Mgmt.	7,174	12.3	5,675	1,499	0	1,315	42,144	42,144	0
309	324	Graphic Arts Monthly	7,100	22.4	7,100	0	0	1,976	85,938	0	0
310	319	D	7,082	18.2	5,950	719	413	1,626	81,132	63,485	17,647
311	321	Cruising World	7,017	15.5	4,500	1,474	1,043	1,744	115,390	82,728	32,662
312	301	Outside	6,999	8.2	3,712	1,959	1,328	520	220,630	158,704	61,926
313	330	Control Engineering	6,992	23.8	6,883	109	0	1,723	87,426	2,178	0
314	320	Modern Salon	6,972	18.8	5,492	1,480	0	961	124,868	101,706	0
315	306	Popular Hot Rodding	6,913	9.2	2,276	775	3,861	521	265,248	83,450	181,799
316	305	Wallaces Farmer	6,871	-6.1	5,870	1,001	0	1,128	100,323	100,323	0
317	272	Soldier of Fortune	6,866	-8.2	1,120	838	4,907	449	166,764	32,238	134,526
318	316	Fleet Owner/Big Fleet	6,842	12.3	6,842	0	0	1,190	76,062	0	0
319	339	Bldg. Supply & Home Ctrs.	6,826	25.4	6,826	0	0	1,713	36,279	0	0
320	337	InformationWeek	6,800	22.7	6,800	0	0	1,092	100,025	0	0
321	293	Progressive Architecture	6,793	2.7	5,220	1,573	0	1,144	70,929	70,929	0
322	350	Audio	6,790	29.5	4,451	1,383	957	987	153,549	113,685	39,865
323	297	Petersen's Photographic	6,732	-0.5	3,703	1,796	1,233	411	286,871	228,169	58,702
324	288	Players	6,728	-3.4	0	59	6,669	0	204,448	2,350	202,098
325	277	Country Journal	6,724	-7.9	2,497	3,779	448	381	312,223	289,864	22,359
326	336	50 Plus	6,717	24.1	2,842	3,874	0	420	315,164	315,164	0
327	325	Discount Store News	6,669	4.9	6,460	209	0	1,056	24,281	22,391	0
328	304	Hadassah Magazine	6,654	4.8	1,150	5,504	0	175	366,921	366,921	0
329	302	AOPA Pilot	6,623	2.5	3,415	3,208	0	513	267,364	267,364	0
330	266	Postgraduate Medicine	6,615	-13.8	6,615	0	0	1,967	127,518	0	0
331	338	Physician's Management	6,583	19.2	6,583	0	0	2,127	110,590	0	0
332	*	Inside Sports	6,574	ne	1,094	2,216	3,264	295	287,487	151,495	135,993
333	323	Houston Home & Garden	6,567	12.0	5,345	866	356	1,243	85,929	71,085	14,845
334	307	The Office	6,499	1.4	6,395	104	0	1,681	154,042	3,478	0
335	298	Consultant	6,467	-1.4	6,467	0	0	1,630	120,654	0	0
336	352	Chemical Equipment	6,443	17.9	6,443	0	0	1,245	70,442	0	0
337	*	Prod. Design & Develpmnt.	6,434	ne	6,434	0	0	1,206	152,033	0	0
338	347	Petersen's Hunting	6,422	19.2	2,975	1,901	1,546	556	290,343	217,568	72,775
339	*	Four Wheeler Magazine	6,370	ne	2,492	693	3,184	980	187,826	76,334	111,493
340	363	Financial World	6,363	12.6	3,073	2,932	358	453	115,539	108,659	6,880
341	240	Natl. Home Center News	6,279	42.3	6,221	58	0	1,280	32,781	3,066	0
342	369	Pensions & Invest. Age	6,260	32.4	5,535	725	0	918	37,570	12,084	0
343	326	Bakery Prod. & Marketing	6,246	8.7	6,246	0	0	2,255	30,163	0	0
344	314	Arizona Highways	6,220	1.2	0	5,393	826	0	412,312	367,650	44,663
345	*	Bus. Computer Systems	6,200	ne	6,200	0	0	1,145	117,966	0	0
346	*	Hospital Medicine	6,200	ne	6,200	0	0	1,856	159,305	0	0
347	*	Southern Accents	6,139	ne	2,719	2,327	1,093	484	177,743	131,609	46,135
348	344	Institutional Distrib.	6,079	16.6	6,079	0	0	1,468	31,588	0	0
349	237	Swank	6,045	-15.2	ne	0	6,045	ne	170,772	0	170,772
350	327	Modern Medicine	5,982	4.2	5,982	0	0	1,803	120,375	0	0

Figures are FOLIO estimates for the calendar year 1984.

* = did not rank in 1983
ne = not estimated

WHO GETS 11.8 MILLION MEN PACKING?

LIVE LIKE A KING

thirteen majestic hotels for travelers who mind their manors

travel By STEPHEN BIRNBAUM

TRAVEL

By STEPHEN BIRNBAUM

THE SUITE LIFE IN TEXAS

"You can live like the filthy rich for a night or two."

TRAVEL

By STEPHEN BIRNBAUM

HONG KONG SALE: EVERYTHING MUST GO!

MRI, Spring 1985.

PLAYBOY

The Folio:400

Rank '84	Rank '83	Magazine name	Est. 1984 Total Revenue ($000)	Total Revenue % Chg. '83/'84	Est. 1984 Ad Revenue ($000)	Est. 1984 Sub. Revenue ($000)	Est. 1984 Newstd. Revenue ($000)	Est. 1984 Ad Pages	Est. 1984 Average Circ.	Est. 1984 Average Sub. Circ.	Est. 1984 Average Newsstand Circ.
351	341	Communications News	5,978	12.3	5,706	272	0	889	42,294	10,892	0
352	342	TWA Ambassador	5,890	11.4	5,890	0	0	726	249,150	0	0
353	*	Better Living	5,843	ne	350	5,493	0	49	1,098,568	1,098,568	0
354	387	San Diego Magazine	5,841	17.7	4,979	581	281	1,855	57,047	45,354	11,693
355	*	Med. Asp. of Human Sex.	5,700	ne	5,700	0	0	1,410	186,070	0	0
356	373	VFW Magazine	5,686	20.8	2,741	2,945	0	286	1,851,136	1,851,136	0
357	354	Our Sunday Visitor	5,634	10.4	802	1,075	3,757	378	275,710	131,228	144,482
358	333	The High Plains Journal	5,630	1.8	4,506	1,124	0	2,283	55,775	55,775	0
359	313	Iron Age	5,600	-9.0	5,600	0	0	1,064	118,581	0	0
360	281	Emergency Medicine	5,589	-22.6	5,589	0	0	1,916	130,440	0	0
361	368	American Machinist	5,533	16.6	5,533	0	0	1,410	62,486	0	0
362	271	80 Micro	5,491	-25.8	2,176	1,850	1,466	1,177	106,783	76,249	30,535
363	380	Success!	5,448	19.1	2,011	2,754	683	414	293,409	258,478	34,931
364	371	Americana	5,441	15.0	1,870	3,331	241	231	374,701	354,128	20,573
365	340	Christianity Today	5,414	5.9	2,260	3,093	61	781	178,426	176,728	1,698
366	308	MD	5,410	-13.7	5,410	0	0	1,614	153,337	0	0
367	367	Chemical Processing	5,406	13.3	5,406	0	0	1,431	80,097	0	0
368	329	Early American Life	5,397	-5.0	847	3,962	588	163	347,665	308,494	39,171
369	353	Moody Monthly	5,389	5.2	1,755	3,390	243	566	211,069	200,001	11,068
370	370	Bldg. Design & Constr.	5,361	13.5	5,361	0	0	1,153	67,742	0	0
371	*	California Business	5,317	ne	4,561	676	80	1,089	56,735	53,583	3,152
372	358	DIY Retailing	5,307	6.7	5,182	125	0	1,470	66,133	33,786	0
373	355	American Artist	5,261	4.7	2,303	2,538	421	921	163,226	145,688	17,538
374	357	Model Railroader	5,252	5.8	1,467	1,842	1,944	1,120	179,416	99,210	80,206
375	349	Heavy Duty Trucking	5,242	17.2	5,242	0	0	1,114	95,325	0	0
376	374	Modern Office Technology	5,200	10.5	5,200	0	0	1,289	150,821	0	0
377	356	Motorcyclist	5,190	2.9	2,712	1,109	1,369	418	223,327	147,277	76,050
378	343	Chemical Mktg. Reporter	5,188	9.7	4,315	873	0	2,109	15,955	15,955	0
379	*	Architecture	5,148	ne	4,406	742	0	900	54,010	44,460	0
380	345	Linn's Stamp News	5,120	-1.8	3,300	1,650	170	3,246	81,356	78,739	2,617
381	392	Material Handling Engin.	5,100	21.4	5,100	0	0	1,551	105,605	0	0
382	382	Texas Homes	5,094	13.2	3,644	1,116	334	931	84,582	73,450	11,132
383	359	Shooting Times	5,088	3.6	1,405	1,434	2,249	447	213,890	106,775	107,116
384	383	Consumer Electr. Monthly	5,063	-5.4	5,063	0	0	940	60,263	0	0
385	*	Plastics Technology	5,060	ne	5,060	0	0	1,166	41,338	0	0
386	303	Eros	5,040	-21.4	0	0	5,040	0	120,000	0	120,000
387	377	Power	4,989	7.7	4,262	727	0	1,160	58,119	55,909	0
388	*	Quarter Horse Journal	4,984	ne	3,751	1,120	113	4,376	83,783	80,027	3,756
389	389	Telephone Eng. & Mgmt.	4,961	15.2	4,622	340	0	2,571	36,556	15,447	0
390	361	Infosystems	4,944	1.5	4,944	0	0	824	132,825	0	0
391	385	Drug Topics	4,918	12.9	4,897	21	0	1,015	80,240	632	0
392	*	Family/Stateside Ed.	4,918	ne	4,918	0	0	486	401,797	0	0
393	397	Packaging	4,914	18.6	4,914	0	0	1,260	69,750	0	0
394	*	Electron. Pkging & Prod.	4,910	ne	4,910	0	0	1,932	44,307	0	0
395	384	Pan Am Clipper	4,878	49.9	4,878	0	0	754	230,622	0	0
396	381	Motor	4,868	14.1	3,657	1,211	0	579	125,344	125,344	0
397	*	Home Life	4,863	ne	0	4,863	0	0	750,525	750,525	0
398	*	Tooling & Production	4,863	ne	4,863	0	0	1,601	72,548	0	0
399	*	Production Engineering	4,820	ne	4,820	0	0	974	90,255	0	0
400	386	Ladycom	4,784	9.6	4,784	0	0	456	503,400	0	0

Figures are Folio estimates for the calendar year 1984.

* = did not rank in 1983
ne = not estimated

WHO GOES Clothes SHOPPING FOR 11.8 MILLION AMERICAN MEN EVERY MONTH?

LOOK ON THE BRIGHT SIDE

razzle-dazzle ways to jazz up your summer wardrobe

fashion

By HOLLIS WAYNE

Left: More bright ideas—
by Gene Pressman and Lo
worn knotted over a knit pull
knit shirt, by Saratoga, $40
Buffini, $40, and leather

Right: There's nothing shady about this character's shirt—it's a box plaid, $30, worn over a colorful tank top, $15, both by Tony Lambert, and cotton poplin double-pleated walk shorts, by Boston Traders, $40. His sunglasses—appropriately enough—are by Shady Character, $35.

Above: His jeans jacket, by Levi's, about $90, oversize T-shirt, by The Saturdays Group, $11, and gray T-shirt, by Fila America, $30, contrast with
$34.

PLAYBOY

PERCEPTION

When the image is so powerful it transports you to another dimension. When the color fidelity is what you had predicted. You know the printer got your message. You know the printer cared.

At Brown, we have a perception of quality that's based on knowledge and experience. We have found a way to control all our processes based on research, measurement, documentation and establishment of data bases. We've gone so far as to quantify the quality of the visual image. We've added a new dimension to printing!

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INSIGHT

COMSTOCK, INC/Tom Grill

TOP 50 CONSUMER MAGAZINES

Advertising Revenue

Rank 1984	Magazine Name	1984 Advertising Revenue ($000)	% Chg. '83/'84
1	Time	335,589	12.1
2	TV Guide	304,265	12.9
3	Newsweek	247,095	13.0
4	People Weekly	232,888	32.7
5	Sports Illustrated	230,766	26.1
6	BusinessWeek	184,782	18.3
7	Parade	157,346	– 8.6
8	Good Housekeeping	133,313	4.9
9	Family Circle	130,692	10.0
10	Better Homes and Gardens	126,134	15.7
11	Reader's Digest	111,854	10.0
12	Fortune	111,679	15.1
13	New York Times Magazine	111,036	21.8
14	Woman's Day	110,367	4.5
15	Forbes	109,729	29.9
16	U.S.News & World Report	101,480	8.2
17	Cosmopolitan	95,144	17.3
18	Family Weekly	87,075	– 10.4
19	McCall's	76,274	18.5
20	Glamour	70,585	20.4
21	Vogue	67,355	20.3
22	Ladies' Home Journal	66,537	15.9
23	The New Yorker	60,167	5.2
24	Money	56,953	35.1
25	Playboy	54,975	– 8.8
26	Southern Living	53,335	13.5
27	Redbook	53,095	19.3
28	Sunset	43,050	8.4
29	Mademoiselle	35,769	23.2
30	Life	35,007	19.8
31	Inc.	34,991	39.1
32	Field & Stream	34,392	12.2
33	New York	33,865	5.3
34	Golf Digest	32,923	16.1
35	Ebony	32,518	11.8
36	Seventeen	32,257	25.3
37	Harper's Bazaar	31,105	30.1
38	Parents	31,016	18.7
39	PC	30,888	93.1
40	Smithsonian	30,726	19.6
41	Byte	30,334	13.9
42	National Geographic	30,004	9.6
43	Esquire	29,888	22.7
44	National Enquirer	29,296	3.5
45	Architectural Digest	27,765	12.6
46	Travel & Leisure	27,528	25.9
47	Car and Driver	27,491	18.8
48	Popular Mechanics	27,255	11.2
49	Town & Country	27,049	24.7
50	Gentlemen's Quarterly	26,725	54.0

UP

From January 1, 1985 to August 30, 1985
ad pages in USA TODAY are up a colorful
64% as compared to the same period last year.
That's 2,053 ad pages!
The nation's leading advertisers keep
coming back to USA TODAY for more, more,
more. Because they know USA TODAY
works every day!

Figures are FOLIO estimates for the calendar year 1984.

TOP 50 CONSUMER MAGAZINES

Advertising Pages

Rank 1984	Magazine Name	1984 Ad Pages	% Chg. '83/'84
1	The Blood-Horse	6,958	– 2.0
2	PC	5,627	31.4
3	BusinessWeek	4,972	7.1
4	New York Times Magazine	4,736	11.7
5	Quarter Horse Journal	4,376	ne
6	People Weekly	4,063	17.8
7	Byte	3,928	– 9.3
8	Forbes	3,834	12.7
9	TV Guide	3,800	4.6
10	The New Yorker	3,539	– 2.8
11	Fortune	3,486	7.4
12	Vogue	3,466	11.4
13	Linn's Stamp News	3,246	– 6.8
14	Sports Illustrated	3,035	10.0
15	Newsweek	3,004	2.0
16	New York	2,944	0.8
17	Time	2,818	4.2
18	PC World	2,711	30.3
19	Los Angeles Magazine	2,528	3.2
20	Cosmopolitan	2,491	2.0
21	The Economist U.S. Ed.	2,472	34.0
22	Barron's	2,350	– 3.9
23	InfoWorld	2,332	– 15.1
24	Glamour	2,165	6.8
25	Yachting	2,059	14.4
26	Good Housekeeping	2,032	– 3.1
27	Navy Times	1,991	2.2
28	Washingtonian Magazine	1,980	13.3
29	Gentlemen's Quarterly	1,922	32.8
30	Bride's	1,911	4.4
31	Personal Computing	1,910	– 21.3
32	Town & Country	1,903	5.0
33	Motor Boating & Sailing	1,872	17.1
34	Air Force Times	1,865	5.4
35	San Diego Magazine	1,855	11.0
36	Boston Magazine	1,831	12.4
37	Harper's Bazaar	1,824	17.3
38	Family Circle	1,803	0.9
39	Army Times	1,790	3.0
40	Sunset	1,782	0.1
41	Chicago	1,775	0.4
42	U.S.News & World Report	1,758	– 1.6
43	Cruising World	1,744	3.4
44	Texas Monthly	1,707	11.6
45	Mademoiselle	1,683	6.9
46	Sail	1,638	15.7
47	Philadelphia Magazine	1,635	1.5
48	Crain's Chicago Business	1,631	7.2
49	D	1,626	14.9
50	Architectural Digest	1,601	2.6

ne = not estimated

64%

THE NATION'S NEWSPAPER
USA TODAY
PUBLISHED BY GANNETT

The Advertising
Might of USA TODAY.
It works every day!

Figures are Folio estimates for the calendar year 1984.

TOP 50 CONSUMER MAGAZINES

Net Change In Ad Revenue vs. '83

Rank 1984	Magazine Name	Net Change '83/'84 ($000)	1984 Ad Rev. ($000)
1	People Weekly	57,373	232,888
2	Sports Illustrated	47,761	230,766
3	Time	36,247	335,589
4	TV Guide	34,835	304,265
5	BusinessWeek	28,574	184,782
6	Newsweek	28,361	247,095
7	Forbes	25,270	109,729
8	New York Times Magazine	19,855	111,036
9	Better Homes and Gardens	17,124	126,134
10	PC	14,888	30,888
11	Money	14,806	56,953
12	Fortune	14,673	111,679
13	Cosmopolitan	14,008	95,144
14	Glamour	11,949	70,585
15	McCall's	11,931	76,274
16	Family Circle	11,924	130,692
17	PC World	11,852	19,806
18	Vogue	11,364	67,355
19	Reader's Digest	10,205	111,854
20	Inc.	9,833	34,991
21	Gentlemen's Quarterly	9,367	26,725
22	Ladies' Home Journal	9,119	66,537
23	Redbook	8,599	53,095
24	U.S.News & World Report	7,720	101,480
25	Harper's Bazaar	7,196	31,105
26	Self	6,993	24,183
27	Mademoiselle	6,746	35,769
28	Country Living	6,645	15,942
29	Seventeen	6,505	32,257
30	Southern Living	6,358	53,335
31	Good Housekeeping	6.217	133,313
32	House & Garden	5,990	18,903
33	Life	5,774	35,007
34	Travel & Leisure	5,655	27,528
35	Esquire	5,533	29,888
36	Town & Country	5,365	27,049
37	Smithsonian	5.028	30,726
38	Parents	4,881	31,016
39	Modern Maturity	4,874	19,340
40	House Beautiful	4,804	26,066
41	Woman's Day	4,722	110,367
42	Golf Digest	4,555	32,923
43	Working Woman	4,387	18,831
44	Car and Driver	4,355	27,491
45	W	4,332	18,283
46	Road & Track	3,876	24,745
47	Venture	3,802	10,782
48	Field & Stream	3,752	34,392
49	Byte	3,699	30,334
50	Bon Appetit	3,518	24,101

Net Change in Ad Pages vs. '83

Rank 1984	Magazine Name	Net Chg. '83/'84	1984 Ad Pages
1	PC	1,344	5,627
2	PC World	631	2,711
3	The Economist U.S. Ed.	627	2,472
4	People Weekly	614	4,063
5	New York Times Magazine	496	4,736
6	Gentlemen's Quarterly	474	1,922
7	Forbes	433	3,834
8	Vogue	354	3,466
9	American Artist	351	921
10	BusinessWeek	331	4,972
11	Sports Illustrated	277	3,035
12	Motor Boating & Sailing	273	1,872
13	Harper's Bazaar	269	1,824
14	House & Garden	268	1,095
15	Yachting	259	2,059
16	Audio	254	987
17	Venture	254	1,054
18	Boating	249	1,591
19	Pan Am Clipper	248	754
20	Fortune	240	3,486
21	Washingtonian Magazine	232	1,980
22	Self	229	1,157
23	Sail	223	1,638
24	D	211	1,626
25	Boston Magazine	202	1,831
26	United	195	1,357
27	Travel & Leisure	189	1,304
28	Trailer Life	184	1,471
29	San Diego Magazine	183	1,855
30	Seventeen	182	1,496
31	Texas Monthly	177	1,707
32	TV Guide	168	3,800
33	Country Living	160	796
34	Inc.	157	1,500
35	Home	153	610
36	Frequent Flyer	152	705
37	American Health	148	405
38	Shape	146	720
39	Metropolitan Home	145	880
40	W	145	1,329
41	Glamour	138	2,165
42	Ski	133	888
43	National Examiner	132	728
44	Spectrum	124	1,122
45	Better Homes and Gardens	123	1,499
46	Eastern Review	122	1,372
47	Circus Magazine	120	481
48	Time	115	2,818
49	Video	115	885
50	Crafts Magazine	113	770

Figures are Folio estimates for the calendar year 1984.

TOP 50 CONSUMER MAGAZINES

Subscription Revenue

Rank 1984	Magazine Name	1984 Subscription Revenue ($000)	% Chg. '83/'84
1	TV Guide	202,216	9.3
2	Time	183,741	10.3
3	Reader's Digest	177,020	0.0
4	National Geographic	153,445	−2.2
5	Sports Illustrated	100,940	15.7
6	Newsweek	88,226	1.5
7	Better Homes and Gardens	69,052	15.0
8	U.S.News & World Report	67,703	7.9
9	McCall's	52,298	−4.3
10	Ladies' Home Journal	52,115	−3.0
11	Playboy	46,294	−0.3
12	Good Housekeeping	45,466	2.6
13	Consumer Reports	43,380	10.7
14	People Weekly	39,427	9.5
15	Smithsonian	36,345	10.2
16	Prevention	35,841	14.6
17	Southern Living	33,606	2.6
18	Money	30,208	21.6
19	BusinessWeek	29,710	5.0
20	Highlights for Children	28,236	3.7
21	Redbook	27,692	−2.3
22	Forbes	24,506	6.7
23	Guideposts	24,465	1.4
24	Fortune	23,536	4.2
25	Life	21,421	12.8
26	Modern Maturity	20,658	14.0
27	The Sporting News	19,740	17.9
28	Jet	18,688	5.4
29	Travel & Leisure	17,850	14.4
30	Discover	17,569	13.0
31	Ebony	17,458	0.9
32	1,001 Home Ideas	17,042	16.1
33	Field & Stream	16,815	5.5
34	Architectural Digest	16,717	1.9
35	Parents	16,530	1.0
36	Seventeen	16,257	28.7
37	Outdoor Life	15,266	−0.4
38	Endless Vacation	15,180	33.5
39	Changing Times	14,870	−1.5
40	Popular Science	14,108	3.7
41	Organic Gardening	13,860	−8.1
42	Sunset	13,536	13.8
43	Bon Appetit	13,173	1.4
44	Natl. Geographic World	13,063	4.1
45	Golf Digest	12,823	12.3
46	Scientific American	12,298	−2.4
47	Home Mechanix	12,199	1.3
48	The New Yorker	12,085	2.9
49	Popular Mechanics	11,957	3.3
50	Yankee	11,927	3.4

Newsstand Revenue

Rank 1984	Magazine Name	1984 Newsstand Revenue ($000)	% Chg. '83/'84
1	TV Guide	237,270	−1.1
2	Penthouse	141,199	17.9
3	National Enquirer	140,468	−5.9
4	People Weekly	114,973	3.0
5	Family Circle	88,195	−0.2
6	Woman's Day	87,219	6.1
7	Star	86,347	−3.3
8	Playboy	70,085	−0.4
9	Cosmopolitan	61,588	5.2
10	Globe	46,359	−3.5
11	Hustler	43,676	−1.2
12	Good Housekeeping	42,964	12.6
13	Glamour	31,164	5.2
14	Vogue	27,059	9.7
15	National Examiner	25,294	4.9
16	Time	21,412	−4.6
17	Club	20,561	1.6
18	Life	20,273	18.1
19	Mademoiselle	19,674	11.8
20	Gallery	18,794	1.0
21	Ladies' Home Journal	17,948	5.7
22	Us	17,937	20.7
23	Newsweek	16,724	1.8
24	Reader's Digest	16,659	−0.7
25	Cheri	15,885	21.4
26	Playgirl	15,443	0.3
27	High Society	15,150	−0.7
28	Soap Opera Digest	14,129	33.9
29	Muscle & Fitness	14,104	ne
30	McCall's	13,696	1.5
31	New Woman	13,179	−2.7
32	Self	12,666	4.1
33	Jet	12,165	−3.7
34	Sports Illustrated	11,913	25.3
35	Redbook	11,875	5.6
36	Forum	11,778	9.2
37	Genesis	11,578	7.0
38	Gentlemen's Quarterly	11,519	9.4
39	Oui	10,913	−26.4
40	Harper's Bazaar	10,587	4.1
41	Country Living	10,304	20.7
42	Rolling Stone	10,098	2.7
43	Circus Magazine	9,985	63.7
44	Omni	9,859	−24.6
45	Better Homes and Gardens	9,762	−5.1
46	Seventeen	9,148	6.4
47	Money	8,939	24.2
48	Shape	8,621	36.7
49	Barron's	8,615	3.1
50	Easyriders	8,356	−3.1

ne = not estimated

Figures are Folio estimates for the calendar year 1984.

TOP 50 CONSUMER MAGAZINES

Average Circulation

Rank 1984	Magazine Name	1984 Average Circulation	% Chg. '83/'84
1	Parade	23,691,199	2.3
2	Reader's Digest	17,939,598	– 1.0
3	TV Guide	17,230,353	0.4
4	Family Weekly	12,850,888	1.4
5	Modern Maturity	10,329,119	14.0
6	National Geographic	10,229,652	– 2.2
7	Better Homes and Gardens	8,031,119	0.0
8	Family Circle	6,964,366	– 4.0
9	Woman's Day	6,676,726	– 4.5
10	McCall's	6,267,710	– 0.8
11	Good Housekeeping	5,240,543	– 3.1
12	Ladies' Home Journal	5,089,445	– 2.6
13	Time	4,625,322	– 0.9
14	National Enquirer	4,612,927	– 5.7
15	Playboy	4,209,824	– 0.5
16	Guideposts	4,174,478	3.0
17	Redbook	3,974,470	0.6
18	Penthouse	3,485,709	0.3
19	Star	3,406,926	– 9.3
20	Consumer Reports	3,143,922	8.4
21	Newsweek	3,025,012	– 0.2
22	Prevention	2,928,002	8.6
23	Cosmopolitan	2,907,126	– 3.5
24	People Weekly	2,768,105	1.0
25	Sports Illustrated	2,668,678	7.8
26	The American Legion	2,502,836	– 0.3
27	Glamour	2,273,431	2.2
28	Southern Living	2,255,459	2.3
29	U.S.News & World Report	2,092,697	– 1.2
30	Smithsonian	2,084,367	7.2
31	Field & Stream	2,003,174	– 2.1
32	Decision	2,000,000	0.0
33	VFW Magazine	1,851,136	2.3
34	Globe	1,845,744	– 6.9
35	Popular Science	1,803,360	– 2.0
36	The Workbasket	1,784,061	– 2.7
37	Seventeen	1,719,909	7.1
38	Ebony	1,691,294	3.9
39	Parents	1,687,139	– 0.4
40	Popular Mechanics	1,652,185	1.7
41	Highlights for Children	1,613,500	3.7
42	Home Mechanix	1,591,715	– 1.6
43	New York Times Magazine	1,543,322	3.0
44	1,001 Home Ideas	1,520,818	13.2
45	Outdoor Life	1,513,279	– 1.4
46	True Story	1,513,218	– 3.1
47	Money	1,493,695	12.7
48	Life	1,485,437	– 2.4
49	Boys' Life	1,463,047	– 0.8
50	Changing Times	1,400,571	– 2.0

Net Change in Avg. Circ. vs. '83

Rank 1984	Magazine Name	Net Chg. '83/'84	1984 Avg. Circulation
1	Modern Maturity	1,269,945	10,329,119
2	Parade	522,410	23,691,199
3	Country Living	286,218	1,251,870
4	Consumer Reports	243,922	3,143,922
5	Prevention	231,713	2,928,002
6	Sports Illustrated	192,531	2,668,678
7	American Health	180,800	680,974
8	1,001 Home Ideas	177,119	1,520,818
9	Family Weekly	174,967	12,850,888
10	Money	168,144	1,493,695
11	Circus Magazine	163,164	449,814
12	Smithsonian	139,799	2,084,367
13	Health	134,898	998,267
14	Guideposts	119,953	4,174,478
15	Crafts Magazine	119,273	498,255
16	Personal Computing	115,142	545,682
17	Seventeen	113,706	1,719,909
18	PC World	113,375	233,018
19	Soap Opera Digest	110,540	820,633
20	Consumers Digest	108,320	1,011,329
21	Compute!	102,338	345,147
22	Video Review	101,111	355,371
23	Inc.	100,440	526,295
24	Working Woman	91,897	677,518
25	Shape	88,255	489,904
26	The Sporting News	78,873	664,912
27	Weight Watchers Mag.	72,154	849,869
28	Signature	67,662	787,697
29	Working Mother	67,625	518,009
30	On Cable	67,565	1,261,166
31	Endless Vacation	66,244	379,048
32	National Wildlife	65,691	810,691
33	Discover	65,606	983,936
34	Ebony	64,110	1,691,294
35	TV Guide	61,529	17,230,353
36	Hot Rod	59,966	860,246
37	Food & Wine	59,698	549,622
38	Gentlemen's Quarterly	58,981	624,667
39	Saturday Evening Post	58,241	694,747
40	Golf Digest	58,179	1,211,794
41	Highlights for Children	57,264	1,613,500
42	Car and Driver	54,069	854,324
43	Home	51,471	578,788
44	Southern Living	50,768	2,255,459
45	Vogue	49,635	1,163,962
46	Glamour	49,170	2,273,431
47	Rolling Stone	48,890	825,711
48	National Examiner	48,270	983,861
49	New Shelter	47,408	712,282
50	Guns & Ammo	46,450	522,256

Figures are FOLIO estimates for the calendar year 1984.

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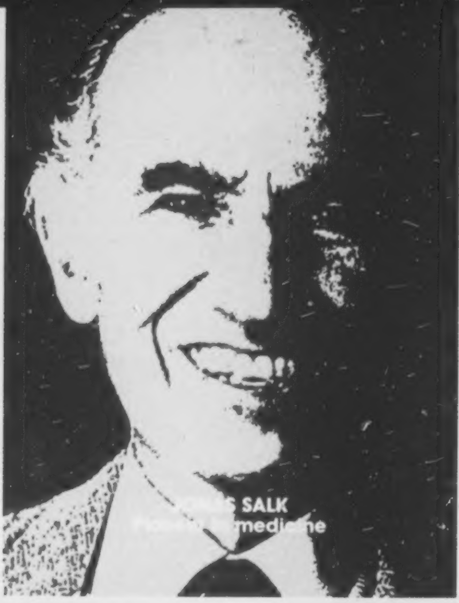
Exobiologist



JONAS SALK
Pioneer in medicine

ROSALYN YALOW
Nobel prizewinner

JOHN [illegible]
Author of [illegible]

ROBERT JASTROW
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FREEMAN DYSON
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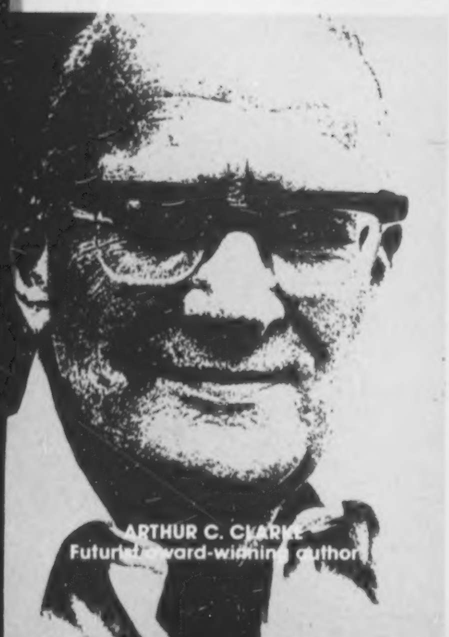

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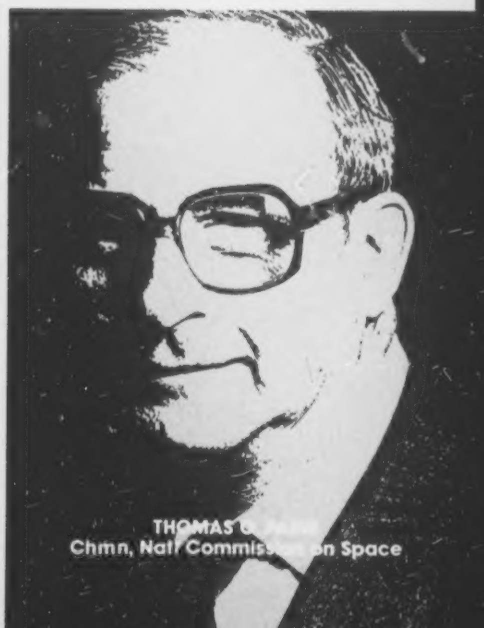
HANS BETHE
Nobel prizewinner



THOMAS O. PAINE
Chmn, Nat'l Commission on Space

TOP 50 CONSUMER MAGAZINES

Avg. Subscription Circulation

Rank 1984	Magazine Name	1984 Average Subscription Circ.	% Chg. '83/'84
1	Reader's Digest	17,014,098	−0.5
2	Modern Maturity	10,329,119	14.0
3	National Geographic	10,229,652	−2.2
4	TV Guide	8,621,147	6.2
5	Better Homes and Gardens	7,488,786	0.4
6	McCall's	5,506,841	−1.1
7	Time	4,400,883	−0.3
8	Guideposts	4,174,478	3.0
9	Ladies' Home Journal	4,092,310	−4.5
10	Good Housekeeping	3,404,491	−0.8
11	Redbook	3,314,733	−0.4
12	Consumer Reports	2,991,714	6.8
13	Newsweek	2,845,996	0.7
14	Prevention	2,793,763	8.9
15	Sports Illustrated	2,558,371	7.7
16	The American Legion	2,502,836	−0.3
17	Playboy	2,365,492	1.7
18	Southern Living	2,109,417	1.5
19	Smithsonian	2,076,879	7.0
20	U.S.News & World Report	2,033,459	−0.7
21	Decision	2,000,000	0.0
22	Field & Stream	1,856,974	−1.5
23	VFW Magazine	1,851,136	2.3
24	The Workbasket	1,754,636	−2.4
25	Highlights for Children	1,613,500	3.7
26	Parents	1,595,488	0.4
27	Popular Science	1,574,353	−0.6
28	1,001 Home Ideas	1,488,973	13.9
29	Boys' Life	1,463,047	−0.8
30	Ebony	1,455,064	5.1
31	Home Mechanix	1,441,799	0.3
32	Changing Times	1,366,979	−1.8
33	Organic Gardening	1,365,535	0.3
34	Outdoor Life	1,354,509	0.0
35	Natl. Geographic World	1,345,339	−9.4
36	Popular Mechanics	1,344,689	3.3
37	Sunset	1,304,035	−1.5
38	True Story	1,225,030	−1.3
39	Seventeen	1,211,704	13.5
40	Money	1,204,957	13.8
41	Bon Appetit	1,147,925	2.5
42	The Family Handyman	1,145,251	−3.1
43	Golf Digest	1,117,283	6.0
44	Better Living	1,098,568	ne
45	People Weekly	1,011,455	0.7
46	Consumers Digest	1,005,195	11.3
47	Health	995,839	15.8
48	Travel & Leisure	939,456	2.4
49	National Geo. Traveler	937,254	ne
50	On Cable	936,535	91.3

Net Chg. in Avg. Sub. Circ. vs. '83

Rank 1984	Magazine Name	Net Chg. '83/'84	1984 Avg. Sub. Circ.
1	Modern Maturity	1,269,945	10,329,119
2	TV Guide	504,763	8,621,147
3	On Cable	446,916	936,535
4	Prevention	227,618	2,793,763
5	Country Living	210,619	811,524
6	Consumer Reports	191,714	2,991,714
7	American Health	188,080	619,225
8	Sports Illustrated	183,017	2,558,371
9	1,001 Home Ideas	181,185	1,488,973
10	Money	145,932	1,204,957
11	Seventeen	144,312	1,211,704
12	Smithsonian	136,505	2,076,879
13	Health	135,653	995,839
14	Omni	130,666	508,665
15	Personal Computing	123,936	478,576
16	Guideposts	119,958	4,174,478
17	Consumers Digest	102,186	1,005,195
18	Family Circle	99,280	226,784
19	Video Review	99,184	271,084
20	PC World	96,440	148,975
21	Inc.	95,467	492,800
22	Working Woman	93,076	652,853
23	The Sporting News	89,918	607,272
24	Saturday Evening Post	86,168	560,018
25	Compute!	82,945	172,911
26	Crafts Magazine	81,723	345,974
27	Working Mother	74,358	501,539
28	Ebony	70,874	1,455,064
29	Signature	67,662	787,697
30	Endless Vacation	66,244	379,048
31	Discover	65,848	855,841
32	National Wildlife	65,691	810,691
33	Golf Digest	62,836	1,117,283
34	Hot Rod	62,669	555,454
35	National Lampoon	58,149	232,710
36	Weight Watchers Mag.	58,091	704,800
37	Life	57,459	878,645
38	Highlights for Children	57,264	1,613,500
39	Food & Wine	57,066	532,219
40	Cosmopolitan	52,585	275,177
41	Car and Driver	52,280	612,645
42	PC	51,720	107,691
43	Modern Photography	49,739	605,709
44	Americana	45,643	354,128
45	Nation's Business	45,413	862,634
46	Gourmet	44,551	531,605
47	Guns & Ammo	43,570	377,757
48	Science Digest	43,566	376,024
49	New Shelter	43,380	688,795
50	Popular Mechanics	42,397	1,344,689

ne = not estimated

Figures are FOLIO estimates for the calendar year 1984.

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by "X"

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position as indicated
by "X"

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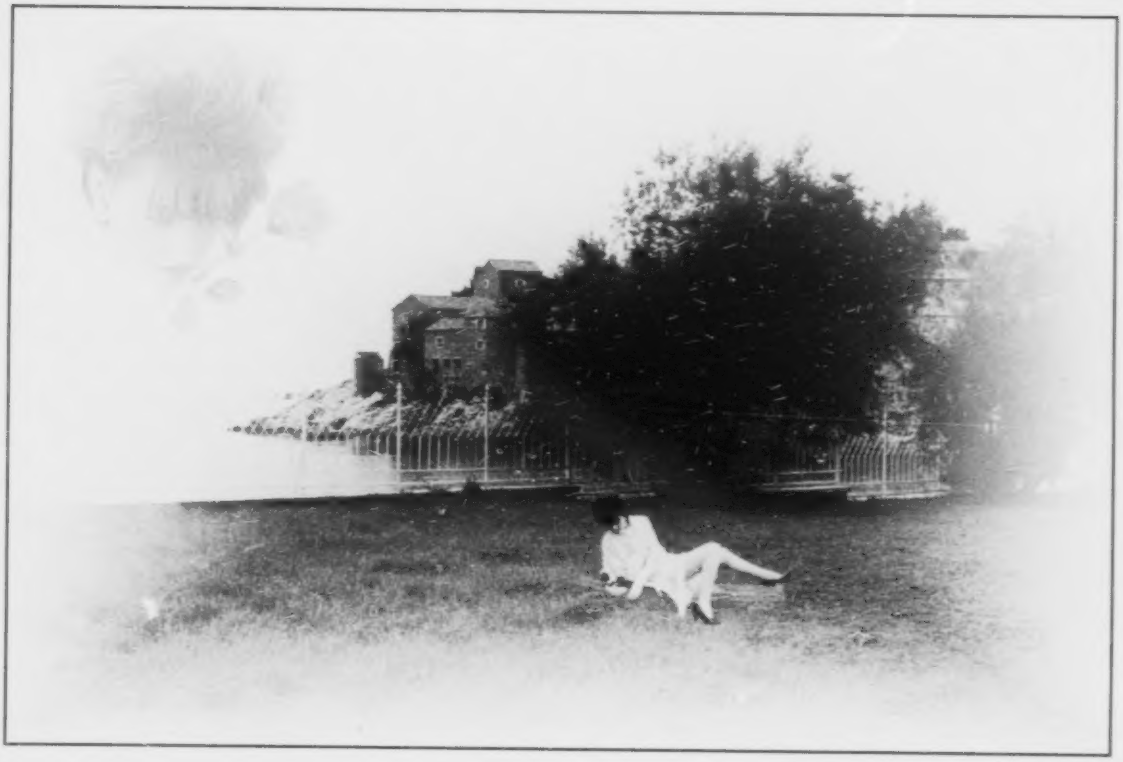

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TOP 50 CONSUMER MAGAZINES

Average Newsstand Circulation

Rank 1984	Magazine Name	1984 Average Newsstand Circ.	% Chg. '83/'84
1	TV Guide	8,609,207	–4.9
2	Family Circle	6,737,582	–5.4
3	Woman's Day	6,607,480	–4.8
4	National Enquirer	4,155,858	–5.9
5	Penthouse	3,286,764	0.2
6	Star	3,255,923	–9.5
7	Cosmopolitan	2,631,949	–5.6
8	Playboy	1,844,332	–3.1
9	Good Housekeeping	1,836,053	–7.1
10	Globe	1,783,032	–7.3
11	People Weekly	1,756,651	1.2
12	Glamour	1,484,004	5.2
13	Ladies' Home Journal	997,135	5.7
14	National Examiner	972,857	4.9
15	Reader's Digest	925,500	–9.0
16	Hustler	921,438	–12.5
17	Mademoiselle	849,474	1.4
18	McCall's	760,869	1.5
19	Vogue	741,748	8.3
20	Redbook	659,737	5.6
21	New Woman	627,550	–2.7
22	Life	606,792	–13.4
23	Self	546,907	–5.6
24	Better Homes and Gardens	542,334	–5.1
25	Us	533,843	–6.6
26	Seventeen	508,205	–5.7
27	Gallery	470,309	–0.2
28	Club	456,913	–5.2
29	Harper's Bazaar	441,115	4.1
30	Country Living	440,346	20.7
31	Soap Opera Digest	434,738	25.8
32	Playgirl	428,972	–8.1
33	Circus Magazine	426,689	63.7
34	Forum	392,610	–10.9
35	Gentlemen's Quarterly	383,961	9.4
36	Shape	368,440	36.7
37	Muscle & Fitness	367,295	ne
38	High Society	360,723	–4.2
39	Cheri	349,123	–4.1
40	Bride's	332,688	3.5
41	Omni	328,618	–24.6
42	Popular Mechanics	307,496	–4.5
43	Hot Rod	304,792	–0.9
44	Easyriders	304,063	–15.4
45	Modern Bride	292,748	–2.1
46	Money	288,738	8.3
47	True Story	288,188	–10.1
48	Genesis	282,118	1.6
49	'Teen	276,938	–14.1
50	House Beautiful	271,403	2.2

Net Chg. in Avg. News. Circ. vs.'83

Rank 1984	Magazine Name	Net Chg. '83/'84	1984 Avg. News. Circ.
1	Hustler	1,053,063	921,438
2	Circus Magazine	165,994	426,689
3	Shape	98,960	368,440
4	Soap Opera Digest	89,281	434,738
5	Country Living	75,599	440,346
6	Glamour	73,046	1,484,004
7	Vogue	56,646	741,748
8	Ladies' Home Journal	53,709	997,135
9	Consumer Reports	52,208	152,208
10	National Examiner	45,066	972,857
11	Crafts Magazine	37,549	152,281
12	Redbook	35,155	659,737
13	Gentlemen's Quarterly	33,101	383,961
14	Colonial Homes	25,396	213,107
15	Money	22,212	288,738
16	People Weekly	20,406	1,756,651
17	Home	20,131	83,315
18	Southern Living	19,621	146,042
19	Compute!	19,392	172,236
20	Harper's Bazaar	17,548	441,115
21	4 Wheel & Off-Road	14,253	147,034
22	Weight Watchers Mag.	14,064	145,070
23	The Family Handyman	13,919	64,353
24	Mademoiselle	11,327	849,474
25	Bride's	11,214	332,688
26	McCall's	11,096	760,869
27	Bicycling	10,610	84,745
28	Arizona Highways	9,551	44,663
29	Sports Illustrated	9,514	110,307
30	PC World	8,879	71,487
31	Vanity Fair	8,581	52,241
32	Motorcyclist	7,847	76,050
33	Video	7,561	81,512
34	Rolling Stone	7,092	266,285
35	Early American Life	7,061	39,171
36	Science 84	6,632	86,379
37	Ms.	6,145	47,572
38	Consumers Digest	6,134	6,134
39	House Beautiful	5,822	271,403
40	Town & Country	5,337	100,884
41	Penthouse	5,269	3,286,764
42	Inc.	4,973	33,495
43	Esquire	4,681	129,767
44	Genesis	4,560	282,118
45	House & Garden	4,381	89,726
46	Boston Magazine	4,232	23,164
47	Prevention	4,095	134,240
48	Audio	4,039	39,865
49	New Shelter	4,029	23,488
50	Moody Monthly	3,909	11,068

ne = not estimated

Figures are Folio estimates for the calendar year 1984.

12/13

TOP 50 CONSUMER MAGAZINES

Total Annual Circulation

Rank 1984	Magazine Name	1984 Total Annual Circ.	Freq.
1	Parade	1,255,633,547	53
2	TV Guide	895,978,356	52
3	Family Weekly	681,097,064	53
4	Time	245,142,066	53
5	National Enquirer	239,872,204	52
6	Reader's Digest	215,275,176	12
7	Star	177,160,152	52
8	Newsweek	163,350,648	54
9	Sports Illustrated	144,108,612	54
10	People Weekly	141,173,355	51
11	National Geographic	122,755,824	12
12	Family Circle	118,394,222	17
13	U.S.News & World Report	108,820,244	52
14	Woman's Day	100,150,890	15
15	Better Homes and Gardens	96,373,428	12
16	Globe	95,978,688	52
17	New York Times Magazine	80,252,744	52
18	McCall's	75,212,520	12
19	Good Housekeeping	62,886,516	12
20	Modern Maturity	61,974,714	6
21	Ladies' Home Journal	61,073,340	12
22	National Examiner	51,160,772	52
23	Playboy	50,517,888	12
24	Guideposts	50,093,736	12
25	Redbook	47,693,640	12
26	BusinessWeek	44,561,556	52
27	Jet	44,283,096	52
28	Penthouse	41,828,508	12
29	Consumer Reports	37,727,064	12
30	Prevention	35,136,024	12
31	Cosmopolitan	34,885,512	12
32	The Sporting News	34,575,424	52
33	Grit	30,863,013	53
34	The American Legion	30,034,032	12
35	Us	28,426,496	28
36	Glamour	27,281,172	12
37	Southern Living	27,065,508	12
38	The New Yorker	26,027,768	52
39	Smithsonian	25,012,404	12
40	Field & Stream	24,038,088	12
41	Decision	24,000,000	12
42	New York	21,838,950	50
43	Popular Science	21,640,320	12
44	Soap Opera Digest	21,336,458	26
45	Forbes	21,060,728	29
46	Seventeen	20,638,908	12
47	Ebony	20,295,528	12
48	Parents	20,245,668	12
49	Popular Mechanics	19,826,220	12
50	Rolling Stone	19,817,064	24

TOP 50 CONSUMER MONTHLIES

Total Revenue

Rank 1984	Magazine Name	1984 Total Revenue ($000) (ad rev. + circ. rev.)	% Chg. '83/'84
1	Reader's Digest	305,533	3.4
2	Good Housekeeping	221,743	5.8
3	Better Homes and Gardens	204,949	14.3
4	National Geographic	183,448	−0.4
5	Playboy	171,354	−3.2
6	Penthouse	169,142	11.8
7	Cosmopolitan	161,591	12.5
8	McCall's	142,268	7.4
9	Ladies' Home Journal	136,600	6.6
10	Glamour	110,349	13.6
11	Vogue	102,584	15.7
12	Money	96,100	29.5
13	Redbook	92,662	10.2
14	Southern Living	90,884	9.3
15	Smithsonian	67,274	14.4
16	Mademoiselle	59,057	17.3
17	Sunset	58,194	9.2
18	Seventeen	57,661	22.7
19	Ebony	54,938	6.7
20	Prevention	54,799	7.5
21	Field & Stream	54,278	8.7
22	Architectural Digest	50,249	6.2
23	Parents	49,443	11.4
24	Golf Digest	47,935	14.6
25	Consumer Reports	46,832	14.5
26	Travel & Leisure	45,678	20.7
27	Harper's Bazaar	45,054	21.6
28	Popular Mechanics	44,747	6.8
29	Hustler	44,527	−0.9
30	Inc.	43,787	32.5
31	Self	42,936	22.2
32	Gentlemen's Quarterly	42,522	34.1
33	Popular Science	41,863	2.8
34	Esquire	41,850	15.0
35	Bon Appetit	40,859	7.8
36	Car and Driver	40,129	20.9
37	House Beautiful	39,047	15.5
38	Outdoor Life	38,035	7.6
39	Country Living	37,606	43.8
40	Omni	37,182	2.8
41	Road & Track	36.411	12.7
42	Town & Country	35,881	22.3
43	House & Garden	35,002	13.9
44	Home Mechanix	34,378	4.7
45	Scientific American	33,531	7.0
46	Popular Photography	33,421	−10.8
47	Discover	31,240	2.6
48	Changing Times	28,377	3.6
49	Working Woman	27,854	24.6
50	Motor Trend	27,711	10.1

Figures are FOLIO estimates for the calendar year 1984.

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TOP 50 CONSUMER MONTHLIES

Advertising Pages

Rank 1984	Magazine Name	1984 Ad Pages	% Chg. '83/'84
1	Quarter Horse Journal	4,376	ne
2	Vogue	3,466	11.4
3	Los Angeles Magazine	2,528	3.2
4	Cosmopolitan	2,491	2.0
5	Glamour	2,165	6.8
6	Yachting	2,059	14.4
7	Good Housekeeping	2,032	−3.1
8	Washingtonian Magazine	1,980	13.3
9	Gentlemen's Quarterly	1,922	32.8
10	Personal Computing	1,910	−21.3
11	Town & Country	1,903	5.0
12	Motor Boating & Sailing	1,872	17.1
13	San Diego Magazine	1,855	11.0
14	Boston Magazine	1,831	12.4
15	Harper's Bazaar	1,824	17.3
16	Sunset	1,782	0.1
17	Chicago	1,775	0.4
18	Cruising World	1,744	3.4
19	Texas Monthly	1,707	11.6
20	Mademoiselle	1,683	6.9
21	Sail	1,638	15.7
22	Philadelphia Magazine	1,635	1.5
23	D	1,626	14.9
24	Architectural Digest	1,601	2.6
25	Southern Living	1,592	5.3
26	Boating	1,591	18.6
27	Money	1,516	6.0
28	Inc.	1,500	11.7
29	Better Homes and Gardens	1,499	9.0
30	Seventeen	1,496	13.9
31	Trailer Life	1,471	14.3
32	Creative Computing	1,448	−32.5
33	Eastern Review	1,372	9.8
34	Esquire	1,357	7.8
35	United	1,357	16.8
36	Travel & Leisure	1,304	16.9
37	Working Woman	1,290	8.5
38	Muscle & Fitness	1,280	ne
39	Ladies' Home Journal	1,262	8.5
40	Road & Track	1,250	3.7
41	Houston Home & Garden	1,243	−2.3
42	AmericanWay	1,227	9.3
43	McCall's	1,193	7.8
44	80 Micro	1,177	−46.6
45	Redbook	1,176	7.1
46	Popular Photography	1,164	−12.9
47	Self	1,157	24.7
48	Popular Mechanics	1,151	−3.0
49	House Beautiful	1,139	3.6
50	Spectrum	1,122	12.5

Advertising Revenue

Rank 1984	Magazine Name	1984 Advertising Revenue ($000)	% Chg. '83/'84
1	Good Housekeeping	133,313	4.9
2	Better Homes and Gardens	126,134	15.7
3	Reader's Digest	111,854	10.0
4	Cosmopolitan	95,144	17.3
5	McCall's	76,274	18.5
6	Glamour	70,585	20.4
7	Vogue	67,355	20.3
8	Ladies' Home Journal	66,537	15.9
9	Money	56,953	35.1
10	Playboy	54,975	−8.8
11	Southern Living	53,335	13.5
12	Redbook	53,095	19.3
13	Sunset	43,050	8.4
14	Mademoiselle	35,769	23.2
15	Inc.	34,991	39.1
16	Field & Stream	34,392	12.2
17	Golf Digest	32,923	16.1
18	Ebony	32,518	11.8
19	Seventeen	32,257	25.3
20	Harper's Bazaar	31,105	30.1
21	Parents	31,016	18.7
22	Smithsonian	30,726	19.6
23	National Geographic	30,004	9.6
24	Esquire	29,888	22.7
25	Architectural Digest	27,765	12.6
26	Travel & Leisure	27,528	25.9
27	Car and Driver	27,491	18.8
28	Popular Mechanics	27,255	11.2
29	Town & Country	27,049	24.7
30	Gentlemen's Quarterly	26,725	54.0
31	House Beautiful	26,066	22.6
32	Road & Track	24,745	18.6
33	Popular Photography	24,401	−15.3
34	Self	24,183	40.7
35	Bon Appetit	24,101	17.1
36	Popular Science	22,946	2.9
37	Penthouse	22,025	−14.5
38	Home Mechanix	19,481	10.8
39	Outdoor Life	19,435	17.7
40	House & Garden	18,903	46.4
41	Working Woman	18,831	30.4
42	Motor Trend	18,514	14.8
43	Personal Computing	18,245	23.0
44	Scientific American	17,136	17.0
45	Modern Photography	17,082	−4.9
46	Prevention	16,542	−4.6
47	Golf Magazine	16,525	19.7
48	Omni	16,080	10.4
49	Country Living	15,942	71.5
50	Texas Monthly	15,184	17.3

ne = not estimated

Figures are Folio estimates for the calendar year 1984.

TOP 50 CONSUMER MAGAZINES

Average Ad Pages per Copy

Rank 1984	Magazine Name	1984 Avg. Ad Pages/Copy
1	Quarter Horse Journal	365
2	Bride's	318
3	Byte	302
4	Vogue	289
5	Modern Bride	265
6	PC	225
7	Los Angeles Magazine	211
8	Cosmopolitan	208
9	PC World	194
10	Glamour	180
11	Yachting	172
12	Good Housekeeping	169
13	Washingtonian Magazine	165
14	Gentlemen's Quarterly	160
15	Personal Computing	159
16	Town & Country	159
17	Motor Boating & Sailing	156
18	San Diego Magazine	155
19	Boston Magazine	153
20	Harper's Bazaar	152
21	Sunset	149
22	Chicago	148
23	Cruising World	145
24	Texas Monthly	142
25	Skiing	141
26	Mademoiselle	140
27	D	136
28	Philadelphia Magazine	136
29	Sail	136
30	The Blood-Horse	134
31	Fortune	134
32	Architectural Digest	133
33	Boating	133
34	Southern Living	133
35	Forbes	132
36	Money	126
37	Better Homes and Gardens	125
38	Inc.	125
39	Seventeen	125
40	Trailer Life	123
41	Creative Computing	121
42	Eastern Review	114
43	Esquire	113
44	United	113
45	Ski	111
46	Travel & Leisure	109
47	Bicycling	108
48	Working Woman	108
49	Muscle & Fitness	107
50	Family Circle	106

Avg. Editorial Pages per Copy

Rank 1984	Magazine Name	1984 Avg. Edit. Pages/Copy
1	Quarter Horse Journal	258
2	Byte	222
3	PC	193
4	Bride's	176
5	Vogue	167
6	Reader's Digest	163
7	National Geo. Traveler	160
8	Playboy	160
9	Vanity Fair	157
10	PC World	151
11	Los Angeles Magazine	150
12	Guitar Player	145
13	Penthouse	145
14	National Geographic	144
15	Glamour	143
16	TV Guide	143
17	Good Housekeeping	140
18	Modern Bride	139
19	Harvard Business Review	138
20	San Diego Magazine	138
21	Creative Computing	137
22	Cosmopolitan	136
23	Chicago	135
24	On Cable	134
25	Soap Opera Digest	133
26	80 Micro	132
27	House & Garden	132
28	Esquire	129
29	Gentlemen's Quarterly	128
30	Mademoiselle	127
31	Washingtonian Magazine	127
32	Southern Living	126
33	Audubon	125
34	The Blood-Horse	124
35	The Mother Earth News	122
36	Ladycom	121
37	Colonial Homes	117
38	Muscle & Fitness	117
39	Boston Magazine	112
40	Forum	112
41	Popular Computing	112
42	Harper's Bazaar	109
43	Town & Country	108
44	Gourmet	107
45	Yankee	107
46	Creative Ideas f. Living	106
47	Compute!	104
48	Forbes	103
49	Texas Monthly	103
50	Compute!'s Gazette	102

Figures are FOLIO estimates for the calendar year 1984.

TOP 50 CONSUMER MAGAZINES

Average Subscription Price

Rank 1984	Magazine Name	1984 Average Subscription Price
1	The Blood-Horse	65.30
2	The Economist U.S. Ed.	64.89
3	Barron's	61.80
4	Oui	42.00
5	Time	41.75
6	Endless Vacation	40.05
7	Sports Illustrated	39.45
8	People Weekly	38.98
9	Hustler	37.52
10	Frequent Flyer	37.50
11	BusinessWeek	36.04
12	Navy Times	35.95
13	Air Force Times	35.92
14	Army Times	35.88
15	Forbes	35.47
16	Fortune	34.64
17	Architectural Digest	33.82
18	U.S.News & World Report	33.29
19	The Sporting News	32.51
20	Crain's Chicago Business	32.39
21	Newsweek	31.00
22	Genesis	30.96
23	Harvard Business Review	30.83
24	Penthouse	29.75
25	Muscle & Fitness	28.95
26	Club International	28.87
27	Club	28.56
28	Jet	28.13
29	Dun's Business Month	28.00
30	Financial World	26.99
31	The New Yorker	26.02
32	New York	26.01
33	Soldier of Fortune	26.00
34	W	25.54
35	Money	25.07
36	Players	25.00
37	House & Garden	24.89
38	Life	24.38
39	80 Micro	24.26
40	Scientific American	23.99
41	Guitar Player	23.95
42	TV Guide	23.46
43	PC	23.29
44	Omni	22.10
45	Gallery	22.01
46	Sail	21.58
47	Creative Computing	21.29
48	AutoWeek	21.25
49	Compute!'s Gazette	21.15
50	Linn's Stamp News	20.95

Total Annual Newsstand Sales

Rank 1984	Magazine Name	1984 Total Annual Newsstand Sales	Freq.
1	TV Guide	447,678,764	52
2	National Enquirer	216,104,616	52
3	Star	169,307,996	52
4	Family Circle	114,538,894	17
5	Woman's Day	99,112,200	15
6	Globe	92,717,664	52
7	People Weekly	89,589,201	51
8	National Examiner	50,588,564	52
9	Penthouse	39,441,168	12
10	Cosmopolitan	31,583,388	12
11	Playboy	22,131,984	12
12	Good Housekeeping	22,032,636	12
13	Glamour	17,808,048	12
14	Us	14,947,604	28
15	Ladies' Home Journal	11,965,620	12
16	Time	11,895,320	53
17	Soap Opera Digest	11,303,188	26
18	Reader's Digest	11,106,000	12
19	Hustler	11,057,256	12
20	Mademoiselle	10,193,688	12
21	Jet	9,732,320	52
22	Newsweek	9,666,864	54
23	McCall's	9,130,428	12
24	Vogue	8,900,976	12
25	Redbook	7,916,844	12
26	Life	7,888,296	13
27	New Woman	7,530,600	12
28	Our Sunday Visitor	7,513,064	52
29	Grit	7,049,053	53
30	Self	6,562,884	12
31	Better Homes and Gardens	6,508,008	12
32	Rolling Stone	6,390,840	24
33	Seventeen	6,098,460	12
34	Sports Illustrated	5,956,578	54
35	Barron's	5,743,186	53
36	Gallery	5,643,708	12
37	Club	5,482,956	12
38	Harper's Bazaar	5,293,380	12
39	Country Living	5,284,152	12
40	Playgirl	5,147,664	12
41	Circus Magazine	5,120,268	12
42	Cheri	4,887,722	14
43	Forum	4,711,320	12
44	Gentlemen's Quarterly	4,607,532	12
45	Shape	4,421,280	12
46	Muscle & Fitness	4,407,540	12
47	High Society	4,328,676	12
48	Omni	3,943,416	12
49	Popular Mechanics	3,689,952	12
50	Hot Rod	3,657,504	12

Figures are FOLIO estimates [illegible] the calendar year 1984.

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FASTEST GROWING CONSUMER MAGAZINES BY TOTAL REVENUE

Overall

(All divisions)		% Chg. '83/'84	Total Rev. ($000)
1	PC World	133.1	25,568
2	PC	92.1	37,305
3	American Health	85.2	12,439
4	Decision	66.7	10,000
5	Circus Magazine	58.7	12,160
6	Pan Am Clipper	49.9	4,878
7	Video	48.2	9,470
8	Venture	45.4	14,243
9	Country Living	43.8	37,606
10	Compute!	42.5	15,486

Division One

(Over $30 mil. total revenue)		% Chg. '83/'84	Total Rev. ($000)
1	PC	92.1	37,305
2	Country Living	43.8	37,606
3	Gentlemen's Quarterly	34.1	42,522
4	Inc.	32.5	43,787
5	Money	29.5	96,100
6	Forbes	24.6	137,372
7	Sports Illustrated	22.8	343,619
8	Modern Maturity	22.8	39,999
9	Seventeen	22.7	57,661
10	Town & Country	22.3	35,881

Division Two

($15 - $30 mil. total revenue)		% Chg. '83/'84	Total Rev. ($000)
1	PC World	133.1	25,568
2	Compute!	42.5	15,486
3	Home	38.4	15,013
4	Endless Vacation	35.3	15,390
5	Working Mother	31.2	17,380
6	The Economist U.S. Ed.	28.2	17,966
7	Soap Opera Digest	27.6	24,034
8	Working Woman	24.6	27,854
9	1,001 Home Ideas	22.4	26,702
10	W	22.3	24,231

Division Three

($10 - $15 mil. total revenue)		% Chg. '83/'84	Total Rev. ($000)
1	American Health	85.2	12,439
2	Decision	66.7	10,000
3	Circus Magazine	58.7	12,160
4	Venture	45.4	14,243
5	On Cable	37.8	12,896
6	Crafts Magazine	37.1	10,116
7	Shape	33.3	13,407
8	United	30.5	14,541
9	Boating	27.0	14,865
10	Video Review	25.3	11,470

Division Four

($6 - $10 mil. total revenue)		% Chg. '83/'84	Total Rev. ($000)
1	Video	48.2	9,470
2	Audio	29.5	6,790
3	4 Wheel & Off-Road	29.0	9,029
4	50 Plus	24.1	6,717
5	Spectrum	22.5	8,089
6	Boston Magazine	22.2	8,402
7	AutoWeek	21.4	9,378
8	Crain's Chicago Business	20.3	9,191
9	Bicycling	19.5	9,823
10	Petersen's Hunting	19.2	6,422

Division Five

(Less than $6 mil. total revenue)		% Chg. '83/'84	Total Rev. ($000)
1	Pan Am Clipper	49.9	4,878
2	VFW Magazine	20.8	5,686
3	Success!	19.1	5,448
4	San Diego Magazine	17.7	5,841
5	Americana	15.0	5,441
6	Texas Homes	13.2	5,094
7	TWA Ambassador	11.4	5,890
8	Our Sunday Visitor	10.4	5,634
9	Ladycom	9.6	4,784
10	Christianity Today	5.9	5,414

Figures are Folio estimates for the calendar year 1984.

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FASTEST GROWING CONSUMER MAGAZINES BY ADVERTISING REVENUE

Overall

(All divisions)		% Chg. '83/'84	Ad Rev. ($000)
1	American Health	152.2	4,974
2	PC World	149.0	19,806
3	Shape	95.6	2,650
4	PC	93.1	30,888
5	Video	82.0	5,466
6	Country Living	71.5	15,942
7	Circus Magazine	61.4	1,733
8	Home	57.0	7,301
9	Venture	54.5	10,782
10	50 Plus	54.3	2,842

Division One

(Over $25 mil. ad revenue)		% Chg. '83/'84	Ad Rev. ($000)
1	PC	93.1	30,888
2	Gentlemen's Quarterly	54.0	26,725
3	Inc.	39.1	34,991
4	Money	35.1	56,953
5	People Weekly	32.7	232,888
6	Harper's Bazaar	30.1	31,105
7	Forbes	29.9	109,729
8	Sports Illustrated	26.1	230,766
9	Travel & Leisure	25.9	27,528
10	Seventeen	25.3	32,257

Division Two

($10 - $25 mil. ad revenue)		% Chg. '83/'84	Ad Rev. ($000)
1	PC World	149.0	19,806
2	Country Living	71.5	15,942
3	Venture	54.5	10,782
4	House & Garden	46.4	18,903
5	The Economist U.S. Ed.	45.6	10,883
6	Self	40.7	24,183
7	Modern Maturity	33.7	19,340
8	W	31.1	18,283
9	United	30.5	14,541
10	Working Woman	30.4	18,831

Division Three

($5 - $10 mil. ad revenue)		% Chg. '83/'84	Ad Rev. ($000)
1	Video	82.0	5,466
2	Home	57.0	7,301
3	Frequent Flyer	47.4	5,554
4	Popular Computing	42.6	7,529
5	1,001 Home Ideas	41.5	8,915
6	Compute!	36.2	6,109
7	The Atlantic	28.1	6,745
8	Trailer Life	27.1	7,452
9	Bicycling	26.2	6,065
10	Health	25.8	5,364

Division Four

($3 - $5 mil. ad revenue)		% Chg. '83/'84	Ad Rev. ($000)
1	American Health	152.2	4,974
2	Pan Am Clipper	49.9	4,878
3	Audio	38.5	4,451
4	National Examiner	38.3	3,469
5	4 Wheel & Off-Road	36.9	4,242
6	Cruising World	25.5	4,500
7	Natural History	22.8	4,756
8	San Diego Magazine	20.9	4,979
9	Weight Watchers Mag.	20.3	4,946
10	Texas Homes	18.2	3,644

Division Five

(Less than $3 mil. ad revenue)		% Chg. '83/'84	Ad Rev. ($000)
1	Shape	95.6	2,650
2	Circus Magazine	61.4	1,733
3	50 Plus	54.3	2,842
4	Crafts Magazine	48.5	2,233
5	Consumers Digest	46.6	1,411
6	Popular Hot Rodding	30.7	2,276
7	Easyriders	26.0	650
8	Christianity Today	24.4	2,230
9	Petersen's Hunting	24.3	2,975
10	Our Sunday Visitor	21.0	802

Figures are FOLIO estimates for the calendar year 1984.

FASTEST GROWING CONSUMER MAGAZINES BY SUBSCRIPTION REVENUE

Overall

(All divisions)		% Chg. '83/'84	Sub. Rev. ($000)
1	PC World	175.7	2,619
2	PC	107.4	2,508
3	Family Circle	94.9	3,093
4	Compute!	82.3	3,280
5	Playbill	80.2	164
6	Video Review	74.8	3,687
7	Decision	66.7	10,000
8	VFW Magazine	62.4	2,945
9	American Health	62.3	6,354
10	Saturday Evening Post	52.9	7,152

Division One

(Over 2 mil. avg. sub. circ.)		% Chg. '83/'84	Sub. Rev. ($000)
1	Sports Illustrated	15.7	100,940
2	Better Homes and Gardens	15.0	69,052
3	Prevention	14.6	35,841
4	Modern Maturity	14.0	20,658
5	Consumer Reports	10.7	43,380
6	Time	10.3	183,741
7	Smithsonian	10.2	36,345
8	TV Guide	9.3	202,216
9	U.S.News & World Report	7.9	67,703
10	Good Housekeeping	2.6	45,466

Division Two

(1 - 2 mil. avg. sub. circ.)		% Chg. '83/'84	Sub. Rev. ($000)
1	Decision	66.7	10,000
2	VFW Magazine	62.4	2,945
3	Seventeen	28.7	16,257
4	Money	21.6	30,208
5	1,001 Home Ideas	16.1	17,042
6	Consumers Digest	15.0	9,381
7	Sunset	13.8	13,536
8	Golf Digest	12.3	12,823
9	People Weekly	9.5	39,427
10	Field & Stream	5.5	16,815

Division Three

(500,000 - 1 mil. avg. sub. circ.)		% Chg. '83/'84	Sub. Rev. ($000)
1	American Health	62.3	6,354
2	Saturday Evening Post	52.9	7,152
3	On Cable	49.1	9,946
4	Working Mother	40.9	5,978
5	Country Living	36.6	11,360
6	Omni	31.8	11,243
7	Rolling Stone	31.0	9,809
8	Signature	25.7	9,424
9	Car and Driver	18.9	6,112
10	The Sporting News	17.9	19,740

Division Four

(250,000 - 500,000 avg. sub. circ.)		% Chg. '83/'84	Sub. Rev. ($000)
1	Video Review	74.8	3,687
2	Personal Computing	42.2	6,124
3	Crafts Magazine	34.2	4,612
4	Endless Vacation	33.5	15,180
5	Cosmopolitan	25.4	4,859
6	Venture	25.2	2,763
7	Town & Country	23.0	5,200
8	Home	22.1	5,763
9	Success!	21.7	2,754
10	Soap Opera Digest	20.0	7,751

Division Five

(Less than 250,000 avg. sub. circ.)		% Chg. '83/'84	Sub. Rev. ($000)
1	PC World	175.7	2,619
2	PC	107.4	2,508
3	Family Circle	94.9	3,093
4	Compute!	82.3	3,280
5	Playbill	80.2	164
6	Woman's Day	50.7	906
7	National Examiner	36.1	140
8	National Lampoon	32.5	2,085
9	Creative Computing	30.3	3,317
10	Chicago	28.6	2,631

Figures are FOLIO estimates for the calendar year 1984.

FASTEST GROWING CONSUMER MAGAZINES BY NEWSSTAND REVENUE

Overall

	(All divisions)	% Chg. '83/'84	Newsstand Rev. ($000)
1	Consumer Reports	102.5	3,452
2	Smithsonian	100.2	202
3	PC	77.0	3,909
4	Circus Magazine	63.7	9,985
5	AutoWeek	58.5	226
6	Moody Monthly	54.6	243
7	PC World	52.1	3,143
8	Crain's Chicago Business	40.7	160
9	Inc.	38.8	1,206
10	The Family Handyman	37.0	1,126

Division One

	(Over 750,000 avg. news. circ.)	% Chg. '83/'84	Newsstand Rev. ($000)
1	Penthouse	17.9	141,199
2	Good Housekeeping	12.6	42,964
3	Mademoiselle	11.8	19,674
4	Woman's Day	6.1	87,219
5	Ladies' Home Journal	5.7	17,948
6	Cosmopolitan	5.2	61,588
7	Glamour	5.2	31,164
8	National Examiner	4.9	25,294
9	People Weekly	3.0	114,973
10	McCall's	1.5	13,696

Division Two

	(400,000 - 750,000 avg. news. circ.)	% Chg. '83/'84	Newsstand Rev. ($000)
1	Circus Magazine	63.7	9,985
2	Soap Opera Digest	33.9	14,129
3	Us	20.7	17,937
4	Country Living	20.7	10,304
5	Life	18.1	20,273
6	Vogue	9.7	27,059
7	Seventeen	6.4	9,148
8	Redbook	5.6	11,875
9	Self	4.1	12,666
10	Harper's Bazaar	4.1	10,587

Division Three

	(200,000 - 400,000 avg. news. circ.)	% Chg. '83/'84	Newsstand Rev. ($000)
1	Shape	36.7	8,621
2	Car and Driver	32.5	6,525
3	Money	24.2	8,939
4	Cheri	21.4	15,885
5	Bride's	14.3	6,986
6	Colonial Homes	13.5	3,836
7	Gentlemen's Quarterly	9.4	11,519
8	Forum	9.2	11,778
9	Essence	8.7	3,614
10	Modern Bride	8.1	6,148

Division Four

	(100,000 - 200,000 avg. news. circ.)	% Chg. '83/'84	Newsstand Rev. ($000)
1	Consumer Reports	102.5	3,452
2	Crafts Magazine	34.2	3,271
3	Compute!	33.0	6,097
4	Sports Illustrated	25.3	11,913
5	4 Wheel & Off-Road	21.5	3,388
6	Weight Watchers Mag.	18.6	2,611
7	Our Sunday Visitor	18.4	3,757
8	Southern Living	15.5	3,943
9	Runner's World	10.9	3,976
10	Byte	9.2	4,829

Division Five

	(Less than 100,000 avg. news. circ.)	% Chg. '83/'84	Newsstand Rev. ($000)
1	Smithsonian	100.2	202
2	PC	77.0	3,909
3	AutoWeek	58.5	226
4	Moody Monthly	54.6	243
5	PC World	52.1	3,143
6	Crain's Chicago Business	40.7	160
7	Inc.	38.8	1,206
8	The Family Handyman	37.0	1,126
9	American Health	34.2	1,111
10	Ms.	32.3	987

Figures are FOLIO estimates for the calendar year 1984.

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TECHNOLOGY PLUS

FASTEST GROWING CONSUMER MAGAZINES BY ADVERTISING PAGES

Overall

(All divisions)		% Chg. '83/'84	Ad Pages
1	American Health	57.5	405
2	Pan Am Clipper	48.9	754
3	50 Plus	35.4	420
4	Audio	34.7	987
5	The Economist U.S. Ed.	34.0	2,472
6	Home	33.6	610
7	Circus Magazine	33.3	481
8	Gentlemen's Quarterly	32.8	1,922
9	House & Garden	32.4	1,095
10	Venture	31.7	1,054

Division One

(Over $25 mil. ad revenue)		% Chg. '83/'84	Ad Pages
1	Gentlemen's Quarterly	32.8	1,922
2	PC	31.4	5,627
3	People Weekly	17.8	4,063
4	Harper's Bazaar	17.3	1,824
5	Travel & Leisure	16.9	1,304
6	Seventeen	13.9	1,496
7	Forbes	12.7	3,834
8	New York Times Magazine	11.7	4,736
9	Inc.	11.7	1,500
10	Vogue	11.4	3,466

Division Two

($10 - $25 mil. ad revenue)		% Chg. '83/'84	Ad Pages
1	The Economist U.S. Ed.	34.0	2,472
2	House & Garden	32.4	1,095
3	Venture	31.7	1,054
4	PC World	30.3	2,711
5	Country Living	25.0	796
6	Self	24.7	1,157
7	Metropolitan Home	20.0	880
8	Boating	18.6	1,591
9	Ski	17.6	888
10	United	16.8	1,357

Division Three

($5 - $10 mil. ad revenue)		% Chg. '83/'84	Ad Pages
1	Home	33.6	610
2	Frequent Flyer	27.5	705
3	1,001 Home Ideas	24.0	497
4	High Technology	18.1	411
5	High Fidelity	17.5	444
6	Motor Boating & Sailing	17.1	1,872
7	Nation's Business	16.8	432
8	California Magazine	15.2	834
9	Video	15.0	885
10	D	14.9	1,626

Division Four

($3 - $5 mil. ad revenue)		% Chg. '83/'84	Ad Pages
1	American Health	57.5	405
2	Pan Am Clipper	48.9	754
3	Audio	34.7	987
4	National Examiner	22.1	728
5	Weight Watchers Mag.	19.9	362
6	Ladycom	17.2	456
7	Texas Homes	11.1	931
8	San Diego Magazine	11.0	1,855
9	4 Wheel & Off-Road	10.2	889
10	Natural History	8.7	510

Division Five

(Less than $3 mil. ad revenue)		% Chg. '83/'84	Ad Pages
1	50 Plus	35.4	420
2	Circus Magazine	33.3	481
3	Shape	25.4	720
4	Our Sunday Visitor	21.0	378
5	Popular Hot Rodding	20.3	521
6	American Artist	17.7	921
7	Easyriders	17.4	250
8	Crafts Magazine	17.2	770
9	Petersen's Hunting	16.3	556
10	Christianity Today	14.1	781

Figures are FOLIO estimates for the calendar year 1984.

FASTEST GROWING CONSUMER MAGAZINES BY AVERAGE CIRCULATION

Overall

(All divisions)		% Chg. '83/'84	Average Circ.
1	PC World	94.8	233,018
2	Circus Magazine	56.9	449,814
3	Compute!	42.1	345,147
4	Video Review	39.8	355,371
5	American Health	36.1	680,974
6	Crafts Magazine	31.5	498,255
7	InfoWorld	30.1	117,623
8	Country Living	29.6	1,251,870
9	PC	29.5	160,697
10	Personal Computing	26.7	545,682

Division One

(Over 2 mil. avg. circ.)		% Chg. '83/'84	Average Circ.
1	Modern Maturity	14.0	10,329,119
2	Prevention	8.6	2,928,002
3	Consumer Reports	8.4	3,143,922
4	Sports Illustrated	7.8	2,668,678
5	Smithsonian	7.2	2,084,367
6	Guideposts	3.0	4,174,478
7	Parade	2.3	23,691,199
8	Southern Living	2.3	2,255,459
9	Glamour	2.2	2,273,431
10	Family Weekly	1.4	12,850,888

Divison Two

(1 - 2 mil. avg. circ.)		% Chg. '83/'84	Average Circ.
1	Country Living	29.6	1,251,870
2	1,001 Home Ideas	13.2	1,520,818
3	Money	12.7	1,493,695
4	Consumers Digest	12.0	1,011,329
5	Seventeen	7.1	1,719,909
6	On Cable	5.7	1,261,166
7	Golf Digest	5.0	1,211,794
8	Vogue	4.5	1,163,962
9	Ebony	3.9	1,691,294
10	Highlights for Children	3.7	1,613,500

Division Three

(500,000 - 1 mil. avg. circ.)		% Chg. '83/'84	Average Circ.
1	American Health	36.1	680,974
2	Personal Computing	26.7	545,682
3	Inc.	23.6	526,295
4	Working Woman	15.7	677,518
5	Health	15.6	998,267
6	Soap Opera Digest	15.6	820,633
7	Working Mother	15.0	518,009
8	The Sporting News	13.5	664,912
9	Food & Wine	12.2	549,622
10	Gentlemen's Quarterly	10.4	624,667

Division Four

(250,000 - 500,000 avg. circ.)		% Chg. '83/'84	Average Circ.
1	Circus Magazine	56.9	449,814
2	Compute!	42.1	345,147
3	Video Review	39.8	355,371
4	Crafts Magazine	31.5	498,255
5	Shape	22.0	489,904
6	Endless Vacation	21.2	379,048
7	Video	18.5	279,219
8	Success!	16.6	293,409
9	4 Wheel & Off-Road	13.8	300,529
10	Americana	13.2	374,701

Division Five

(Less than 250,000 avg. circ.)		% Chg. '83/'84	Average Circ.
1	PC World	94.8	233,018
2	InfoWorld	30.1	117,623
3	PC	29.5	160,697
4	Financial World	11.4	115,539
5	AutoWeek	10.9	143,160
6	The Blood-Horse	8.2	21,432
7	Spectrum	6.5	245,694
8	Boston Magazine	5.9	119,280
9	Army Times	4.9	132,515
10	The Economist U.S. Ed.	4.8	101,792

Figures are FOLIO estimates for the calendar year 1984.

FASTEST GROWING CONSUMER MAGAZINES BY AVG. SUBSCRIPTION CIRCULATION

Overall

	(All divisions)	% Chg. '83/'84	Average Sub. Circ.
1	PC World	183.6	148,975
2	PC	92.4	107,691
3	Compute!	92.2	172,911
4	On Cable	91.3	936,535
5	Family Circle	77.9	226,784
6	Video Review	57.7	271,084
7	Playbill	53.1	10,932
8	American Health	43.6	619,225
9	National Examiner	41.1	11,004
10	Woman's Day	36.5	69,246

Division One

	(Over 2 mil. avg. sub. circ.)	% Chg. '83/'84	Average Sub. Circ.
1	Modern Maturity	14.0	10,329,119
2	Prevention	8.9	2,793,763
3	Sports Illustrated	7.7	2,558,371
4	Smithsonian	7.0	2,076,879
5	Consumer Reports	6.8	2,991,714
6	TV Guide	6.2	8,621,147
7	Guideposts	3.0	4,174,478
8	Playboy	1.7	2,365,492
9	Southern Living	1.5	2,109,417
10	Newsweek	0.7	2,845,996

Division Two

	(1 - 2 mil. avg. sub. circ.)	% Chg. '83/'84	Average Sub. Circ.
1	1,001 Home Ideas	13.9	1,488,973
2	Money	13.8	1,204,957
3	Seventeen	13.5	1,211,704
4	Consumers Digest	11.3	1,005,195
5	Golf Digest	6.0	1,117,283
6	Ebony	5.1	1,455,064
7	Highlights for Children	3.7	1,613,500
8	Popular Mechanics	3.3	1,344,689
9	Bon Appetit	2.5	1,147,925
10	VFW Magazine	2.3	1,851,136

Division Three

	(500,000 - 1 mil. avg. sub. circ.)	% Chg. '83/'84	Average Sub. Circ.
1	On Cable	91.3	936,535
2	American Health	43.6	619,225
3	Country Living	35.1	811,524
4	Omni	34.6	508,665
5	Saturday Evening Post	18.2	560,018
6	The Sporting News	17.4	607,272
7	Working Mother	17.4	501,539
8	Working Woman	16.6	652,853
9	Health	15.8	995,839
10	Hot Rod	12.7	555,454

Division Four

	(250,000 - 500,000 avg. sub. circ.)	% Chg. '83/'84	Average Sub. Circ.
1	Video Review	57.7	271,084
2	Personal Computing	34.9	478,576
3	Crafts Magazine	30.9	345,974
4	Inc.	24.0	492,800
5	Cosmopolitan	23.6	275,177
6	Endless Vacation	21.2	379,048
7	Success!	17.2	258,478
8	Americana	14.8	354,128
9	Venture	14.7	264,215
10	American Photographer	14.0	254,801

Division Five

	(Less than 250,000 avg. sub. circ.)	% Chg. '83/'84	Average Sub. Circ.
1	PC World	183.6	148,975
2	PC	92.4	107,691
3	Compute!	92.2	172,911
4	Family Circle	77.9	226,784
5	Playbill	53.1	10,932
6	National Examiner	41.1	11,004
7	Woman's Day	36.5	69,246
8	Easyriders	36.0	75,193
9	InfoWorld	34.8	108,038
10	National Lampoon	33.3	232,710

Figures are FOLIO estimates for the calendar year 1984.

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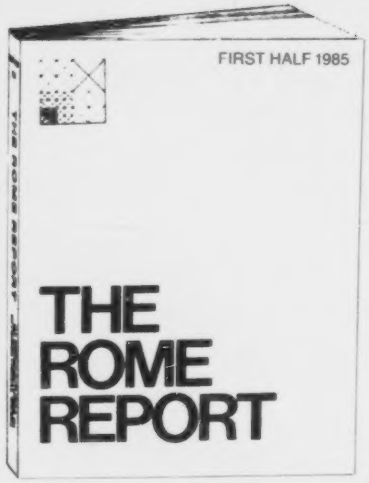

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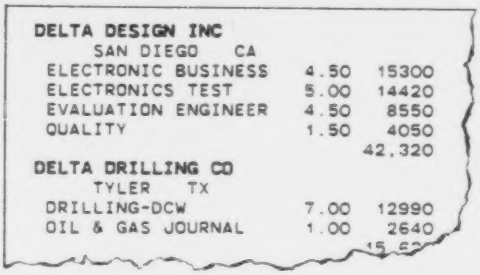

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FASTEST GROWING CONSUMER MAGAZINES BY AVG. NEWSSTAND CIRCULATION

Overall

	(All divisions)	% Chg. '83/'84	Avg. News. Circulation
1	Smithsonian	78.6	7,489
2	Circus Magazine	63.7	426,689
3	AutoWeek	58.5	3,472
4	Moody Monthly	54.6	11,068
5	Consumer Reports	52.2	152,208
6	Shape	36.7	368,440
7	Crafts Magazine	32.7	152,281
8	Home	31.9	83,315
9	The Family Handyman	27.6	64,353
10	Arizona Highways	27.2	44,663

Division One

	(Over 750,000 avg. news. circ.)	% Chg. '83/'84	Avg. News. Circulation
1	Ladies' Home Journal	5.7	997,135
2	Glamour	5.2	1,484,004
3	National Examiner	4.9	972,857
4	McCall's	1.5	760,869
5	Mademoiselle	1.4	849,474
6	People Weekly	1.2	1,756,651
7	Penthouse	0.2	3,286,764
8	Playboy	−3.1	1,844,332
9	Woman's Day	−4.8	6,607,480
10	TV Guide	−4.9	8,609,207

Division Two

	(400,000 - 750,000 avg. news. circ.)	% Chg. '83/'84	Avg. News. Circulation
1	Circus Magazine	63.7	426,689
2	Soap Opera Digest	25.8	434,738
3	Country Living	20.7	440,346
4	Vogue	8.3	741,748
5	Redbook	5.6	659,737
6	Harper's Bazaar	4.1	441,115
7	Gallery	−0.2	470,309
8	New Woman	−2.7	627,550
9	Better Homes and Gardens	−5.1	542,334
10	Club	−5.2	456,913

Division Three

	(200,000 - 400,000 avg. news. circ.)	% Chg. '83/'84	Avg. News. Circulation
1	Shape	36.7	368,440
2	Colonial Homes	13.5	213,107
3	Gentlemen's Quarterly	9.4	383,961
4	Money	8.3	288,738
5	Bride's	3.5	332,688
6	Rolling Stone	2.7	266,285
7	House Beautiful	2.2	271,403
8	Genesis	1.6	282,118
9	Car and Driver	0.7	241,679
10	Road & Track	0.4	264,867

Division Four

	(100,000 - 200,000 avg. news. circ.)	% Chg. '83/'84	Avg. News. Circulation
1	Consumer Reports	52.2	152,208
2	Crafts Magazine	32.7	152,281
3	Southern Living	15.5	146,042
4	Compute!	12.7	172,236
5	4 Wheel & Off-Road	10.7	147,034
6	Weight Watchers Mag.	10.7	145,070
7	Sports Illustrated	9.4	110,307
8	Town & Country	5.6	100,884
9	Esquire	3.7	129,767
10	Prevention	3.1	134,240

Division Five

	(Less than 100,000 avg. news. circ.)	% Chg. '83/'84	Avg. News. Circulation
1	Smithsonian	78.6	7,489
2	AutoWeek	58.5	3,472
3	Moody Monthly	54.6	11,068
4	Home	31.9	83,315
5	The Family Handyman	27.6	64,353
6	Arizona Highways	27.2	44,663
7	Christianity Today	25.1	1,698
8	Boston Magazine	22.4	23,164
9	Early American Life	22.0	39,171
10	Savvy	21.0	16,171

Figures are FOLIO estimates for the calendar year 1984.

CONSUMER NEWCOMERS

Ad Revenue

		$000
1	L.A. Times Home Magazine	20,387
2	Family Computing	6,162
3	Family/Stateside Ed.	4,918
4	M The Civilized Man	4,901
5	Connoisseur	4,619
6	California Business	4,561
7	Young Miss	4,432
8	Compute!'s Gazette	4,045
9	Quarter Horse Journal	3,751
10	Guitar Player	3,721
11	National Geo. Traveler	3,603
12	Southern Accents	2,719
13	Four Wheeler Magazine	2,492
14	Muscle & Fitness	2,100
15	Fins & Feathers	2,052
16	The Homeowner	1,848
17	Inside Sports	1,094
18	Better Living	350
19	Home Life	0
	Total	**77,755**

Ad Pages

1	Quarter Horse Journal	4,376
2	L.A. Times Home Magazine	1,435
3	Muscle & Fitness	1,280
4	California Business	1,089
5	Compute!'s Gazette	1,050
6	Four Wheeler Magazine	980
7	Guitar Player	918
8	M The Civilized Man	766
9	Connoisseur	702
10	Family Computing	696
11	Fins & Feathers	502
12	Family/Stateside Ed.	486
13	Southern Accents	484
14	Young Miss	386
15	Inside Sports	295
16	The Homeowner	260
17	National Geo. Traveler	212
18	Better Living	49
19	Home Life	0
	Total	**15,966**

Avg. Ad Pages/Copy

1	Quarter Horse Journal	365
2	Muscle & Fitness	107
3	California Business	91
4	Compute!'s Gazette	88
5	Four Wheeler Magazine	82
6	Southern Accents	81
7	Guitar Player	77
8	M The Civilized Man	64
9	Connoisseur	59
10	Family Computing	58
11	National Geo. Traveler	53
12	Fins & Feathers	42
13	Family/Stateside Ed.	41
14	Young Miss	39
15	L.A. Times Home Magazine	27
16	The Homeowner	26
17	Inside Sports	25
18	Better Living	12
19	Home Life	0

Avg. Edit. Pgs./Copy

1	Quarter Horse Journal	258
2	National Geo. Traveler	160
3	Guitar Player	145
4	Muscle & Fitness	117
5	Compute!'s Gazette	102
6	Four Wheeler Magazine	99
7	M The Civilized Man	93
8	Connoisseur	87
9	Southern Accents	87
10	California Business	80
11	Family Computing	72
12	Inside Sports	70
13	Home Life	64
14	Fins & Feathers	52
15	Young Miss	50
16	Family/Stateside Ed.	49
17	The Homeowner	49
18	L.A. Times Home Magazine	22
19	Better Living	12

Total Revenue

	ad rev. + circ. rev.	$000
1	L.A. Times Home Magazine	20,387
2	Muscle & Fitness	17,732
3	National Geo. Traveler	15,319
4	Young Miss	13,745
5	Compute!'s Gazette	11,375
6	Family Computing	10,884
7	Connoisseur	8,504
8	Fins & Feathers	8,503
9	Guitar Player	8,375
10	M The Civilized Man	7,342
11	The Homeowner	7,328
12	Inside Sports	6,574
13	Four Wheeler Magazine	6,370
14	Southern Accents	6,139
15	Better Living	5,843
16	California Business	5,317
17	Quarter Horse Journal	4,984
18	Family/Stateside Ed.	4,918
19	Home Life	4,863
	Total	**174,502**

Subscription Revenue

		$000
1	National Geo. Traveler	11,716
2	Young Miss	8,017
3	Better Living	5,493
4	Fins & Feathers	5,116
5	The Homeowner	5,070
6	Home Life	4,863
7	Connoisseur	3,232
8	Family Computing	3,020
9	Compute!'s Gazette	2,819
10	Southern Accents	2,327
11	Inside Sports	2,216
12	Muscle & Fitness	1,528
13	Guitar Player	1,462
14	Quarter Horse Journal	1,120
15	M The Civilized Man	1,080
16	Four Wheeler Magazine	693
17	California Business	676
18	Family/Stateside Ed.	0
19	L.A. Times Home Magazine	0
	Total	**60,448**

Newsstand Revenue

		$000
1	Muscle & Fitness	14,104
2	Compute!'s Gazette	4,511
3	Inside Sports	3,264
4	Guitar Player	3,193
5	Four Wheeler Magazine	3,184
6	Family Computing	1,702
7	M The Civilized Man	1,361
8	Fins & Feathers	1,335
9	Young Miss	1,295
10	Southern Accents	1,093
11	Connoisseur	653
12	The Homeowner	409
13	Quarter Horse Journal	113
14	California Business	80
15	Better Living	0
16	Family/Stateside Ed.	0
17	Home Life	0
18	L.A. Times Home Magazine	0
19	National Geo. Traveler	0
	Total	**36,297**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Quarter Horse Journal	622
2	Muscle & Fitness	223
3	Guitar Player	221
4	National Geo. Traveler	213
5	Compute!'s Gazette	189
6	Four Wheeler Magazine	181
7	California Business	170
8	Southern Accents	168
9	M The Civilized Man	156
10	Connoisseur	145
11	Family Computing	130
12	Inside Sports	95
13	Fins & Feathers	94
14	Family/Stateside Ed.	90
15	Young Miss	88
16	The Homeowner	75
17	Home Life	64
18	L.A. Times Home Magazine	49
19	Better Living	24

Average Circulation

1	L.A. Times Home Magazine	1,331,666
2	Better Living	1,098,568
3	National Geo. Traveler	937,254
4	Young Miss	796,331
5	Home Life	750,525
6	The Homeowner	639,621
7	Fins & Feathers	436,314
8	Muscle & Fitness	420,071
9	Family/Stateside Ed.	401,797
10	Family Computing	349,439
11	Inside Sports	287,487
12	Compute!'s Gazette	273,183
13	Connoisseur	234,319
14	Four Wheeler Magazine	187,826
15	Southern Accents	177,743
16	Guitar Player	167,446
17	M The Civilized Man	100,466
18	Quarter Horse Journal	83,783
19	California Business	56,735
	Total	**8,730,574**

Avg. Subscrip. Circ.

1	Better Living	1,098,568
2	National Geo. Traveler	937,254
3	Home Life	750,525
4	Young Miss	709,965
5	The Homeowner	612,337
6	Fins & Feathers	379,259
7	Family Computing	285,852
8	Connoisseur	216,173
9	Inside Sports	151,495
10	Compute!'s Gazette	133,309
11	Southern Accents	131,609
12	Quarter Horse Journal	80,027
13	Four Wheeler Magazine	76,334
14	M The Civilized Man	62,664
15	Guitar Player	61,025
16	California Business	53,583
17	Muscle & Fitness	52,776
18	Family/Stateside Ed.	0
19	L.A. Times Home Magazine	0
	Total	**5,792,755**

Avg. Newsstand Circ.

1	Muscle & Fitness	367,295
2	Compute!'s Gazette	139,874
3	Inside Sports	135,993
4	Four Wheeler Magazine	111,493
5	Guitar Player	106,421
6	Young Miss	86,366
7	Family Computing	63,587
8	Fins & Feathers	57,055
9	Southern Accents	46,135
10	M The Civilized Man	37,802
11	The Homeowner	27,285
12	Connoisseur	18,146
13	Quarter Horse Journal	3,756
14	California Business	3,152
15	Better Living	0
16	Family/Stateside Ed.	0
17	Home Life	0
18	L.A. Times Home Magazine	0
19	National Geo. Traveler	0
	Total	**1,204,360**

Figures are Folio estimates for the calendar year 1984.

CONSUMER MARKET PERFORMANCE SUMMARIES

Total Revenue

Rank 1984	Market Name	1984 Total Rev. ($000)
1	Newsmagazines	2,610,079
2	General Interest	2,536,627
3	Affluence A	1,546,942
4	Women's Service	1,413,986
5	Business & Financial	759,527
6	Home	736,156
7	Sports	664,178
8	Women's Lifestyles	619,850
9	Men's Lifestyles	473,158
10	Women-in-Business	444,304
11	Sunday Magazines	375,844
12	City & Regional	365,856
13	Women's Fashion	341,275
14	Affluence B	248,698
15	Lifestyles	238,310
16	Personal Finance & Management	227,851
17	Computing	211,399
18	Automotive	210,115
19	Science & Nature	189,893
20	Men's Service	169,326
21	Youth & Teen	167,668
22	Outdoor	152,487
23	Black	128,949
24	Health & Fitness	128,414
25	Travel	107,527
26	Culinary	80,063
27	Home Entertainment	69,552
28	Bridal	54,925
29	Inflight	54,312
30	Maturity	52,402

Advertising Revenue

Rank 1984	Market Name	1984 Ad Rev. ($000)
1	Newsmagazines	1,485,784
2	General Interest	1,002,201
3	Affluence A	998,259
4	Women's Service	794,660
5	Business & Financial	580,164
6	Sports	416,568
7	Home	414,928
8	Sunday Magazines	375,844
9	Women's Lifestyles	329,668
10	Women-in-Business	265,039
11	City & Regional	249,968
12	Women's Fashion	223,097
13	Affluence B	179,576
14	Men's Lifestyles	145,003
15	Computing	141,363
16	Automotive	121,976
17	Lifestyles	117,609
18	Personal Finance & Management	94,175
19	Men's Service	91,032
20	Outdoor	83,296
21	Science & Nature	73,735
22	Black	65,010
23	Inflight	54,312
24	Youth & Teen	50,045
25	Travel	46,098
26	Culinary	43,793
27	Bridal	41,024
28	Home Entertainment	38,422
29	Health & Fitness	36,576
30	Maturity	24,923

Advertising Pages

Rank 1984	Market Name	1984 Ad Pages
1	Affluence A	41,887
2	Affluence B	31,831
3	City & Regional	29,162
4	Business & Financial	28,416
5	General Interest	27,331
6	Lifestyles	25,721
7	Sports	23,389
8	Computing	23,062
9	Newsmagazines	20,803
10	Home	18,812
11	Women's Lifestyles	17,201
12	Women's Service	16,853
13	Automotive	10,518
14	Women's Fashion	10,467
15	Women-in-Business	9,056
16	Sunday Magazines	7,504
17	Men's Lifestyles	6,562
18	Inflight	6,345
19	Outdoor	5,551
20	Science & Nature	4,983
21	Personal Finance & Management	4,917
22	Men's Service	4,799
23	Health & Fitness	4,083
24	Black	3,852
25	Home Entertainment	3,727
26	Bridal	3,499
27	Youth & Teen	3,190
28	Travel	2,692
29	Culinary	2,617
30	Maturity	958

Average Circulation

Rank 1984	Market Name	1984 Avg.Circ.
1	General Interest	74,578,070
2	Women's Service	51,434,725
3	Sunday Magazines	39,417,075
4	Newsmagazines	34,241,100
5	Affluence A	31,041,691
6	Home	26,204,426
7	Women's Lifestyles	17,080,125
8	Maturity	12,495,419
9	Women-in-Business	11,525,431
10	Sports	10,904,250
11	Men's Lifestyles	10,366,817
12	Youth & Teen	9,446,998
13	Men's Service	8,491,900
14	City & Regional	8,377,754
15	Lifestyles	8,324,172
16	Business & Financial	7,891,328
17	Personal Finance & Management	7,623,064
18	Science & Nature	6,548,094
19	Health & Fitness	6,367,087
20	Automotive	5,933,180
21	Outdoor	5,908,279
22	Women's Fashion	5,568,541
23	Affluence B	4,476,936
24	Travel	3,813,180
25	Black	3,488,781
26	Computing	3,045,804
27	Home Entertainment	3,024,102
28	Culinary	2,510,211
29	Inflight	1,744,743
30	Bridal	701,983

(Continued on page 86)

Figures are FOLIO estimates for the calendar year 1984.

MEDIA KITS AND PRESENTATION FOLDERS WITH AN IMPORTANT DIFFERENCE.

The Corporate Binders difference. We're presentation packaging specialists. Laminated media kits, presentation folders, sales boxes, posters and p.o.p. in standard and custom formats. Precision design and engineering. Outstanding printing quality. Gloss and linen-finish lamination. And no litho crack — ever. Call for samples and a complimentary planning kit.

CorporateBinders

Presentation packaging specialists
(800) 247-8194

P.O. Box 1413 Des Moines, Iowa 50305

Gordon Publications, Inc.

has been acquired by

Elsevier U.S. Holdings, Inc.

for

$38,000,000

We acted as financial advisor to and assisted in the negotiations as the representative of Gordon Publications, Inc.

June 1985

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

WICS-TV, INC.

a corporation owned by

Reliance Group Holdings, Inc.,
Steven J. Kumble and Henry R. Silverman

has sold the assets and license of

WICS-TV

the NBC affiliate serving Springfield, Illinois

to

Guy Gannett Publishing Co.

We acted as financial advisor to and assisted in the negotiations as the representative of WICS-TV, Inc.

March 1985

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

VNU Amvest, Inc.

a subsidiary of

VNU (United Dutch Publishing Companies)

Holland's largest publisher

has acquired a substantial minority interest in

Neasi-Weber Inc.

owner of ADMARC, a leading magazine and newspaper advertising sales administrative and management information billing service

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of VNU Amvest, Inc.

May 1985

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

Institutional Investor, Inc.

has been acquired by

Capital Cities Communications, Inc.

We acted as financial advisor to and assisted in the negotiations as the representative of Institutional Investor, Inc.

August 1984

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

Lois, Pitts, Gershon, Inc. and LPG/PON

New York Advertising Agencies

have merged with

GGK New York Ltd.

a subsidiary of

GGK Holding AG

an international advertising agency group

We acted as financial advisor to and assisted in the negotiations as the representative of Lois, Pitts, Gershon, Inc. and LPG/PON.

January 1985

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

Interactive Market Systems (IMS)

a business information company

has acquired

Perq Corporation, Inc.

a specialized marketing information and computer services company serving the medical advertising market

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of Interactive Market Systems.

September 1984

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

Continental Telecom Inc.

has sold its subsidiary

Mast Advertising and Publishing, Inc.

publisher of Yellow Page Directories

to

Southwestern Bell Corporation

for

$120,000,000.

We acted as financial advisor to and assisted in the negotiations as the representative of Continental Telecom Inc.

August 1985

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

United Newspapers plc

has acquired

Miller Freeman Publications, Inc.

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of United Newspapers plc

January 1985

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

Houston Home & Garden &
Dallas/Ft. Worth Home & Garden Magazines

published by

Bayland Publishing, Inc.

have been acquired by

City Home Publishing, Inc.

a newly formed company owned by

Benchmark Communications, Inc. and
Meredith Corporation

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of Bayland Publishing, Inc.

September 1984

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

MCP, Inc.

a regional business newspaper publisher

has sold the assets of

New York CityBusiness

to

Crain Communications, Inc.

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of MCP, Inc.

August 1985

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

The assets of

Celebrity Service Inc.

an information service about celebrities in the entertainment industry

have been acquired by

Bagley-Venetoulis Communications Company

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of Celebrity Service Inc.

April 1985

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

Odyssey Partners

has acquired

Television Station WPCQ

the NBC network affiliate in Charlotte, North Carolina

from

Group W Television,

a subsidiary of

Westinghouse Electric Corporation

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of Odyssey Partners.

February 1985

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

CONSUMER MARKET PERFORMANCE SUMMARIES

Continued

Subscription Revenue

Rank 1984	Market Name	1984 Sub. Rev. ($000)
1	General Interest	780,626
2	Newsmagazines	711,713
3	Affluence A	492,766
4	Women's Service	313,994
5	Home	262,767
6	Sports	187,323
7	Business & Financial	159,915
8	Personal Finance & Management	111,209
9	Women's Lifestyles	106,761
10	City & Regional	95,894
11	Science & Nature	90,657
12	Youth & Teen	89,266
13	Lifestyles	86,016
14	Men's Lifestyles	71,775
15	Men's Service	63,051
16	Health & Fitness	62,925
17	Travel	61,010
18	Women-in-Business	60,210
19	Affluence B	55,817
20	Outdoor	51,291
21	Black	42,925
22	Automotive	36,607
23	Computing	36,440
24	Culinary	29,210
25	Women's Fashion	28,505
26	Maturity	27,477
27	Home Entertainment	24,313
28	Bridal	768
29	Inflight	0
30	Sunday Magazines	0

Average Subscription Circulation

Rank 1984	Market Name	1984 Avg. Sub.Circ.
1	General Interest	50,248,969
2	Women's Service	30,806,640
3	Affluence A	27,615,173
4	Home	23,647,191
5	Newsmagazines	22,941,217
6	Maturity	12,495,419
7	Sports	9,138,902
8	Women's Lifestyles	8,111,766
9	Youth & Teen	7,890,548
10	Men's Service	7,651,557
11	Lifestyles	7,108,642
12	Personal Finance & Management	6,999,100
13	Business & Financial	6,859,550
14	City & Regional	6,643,147
15	Women-in-Business	6,122,621
16	Science & Nature	5,575,026
17	Health & Fitness	5,287,867
18	Outdoor	5,076,576
19	Men's Lifestyles	3,889,330
20	Travel	3,796,750
21	Automotive	3,672,768
22	Black	2,844,004
23	Affluence B	2,735,985
24	Home Entertainment	2,397,840
25	Culinary	2,211,749
26	Computing	2,172,168
27	Women's Fashion	2,029,333
28	Bridal	76,547
29	Inflight	0
30	Sunday Magazines	0

Newsstand Revenue

Rank 1984	Market Name	1984 News. Rev. ($000)
1	General Interest	753,801
2	Newsmagazines	412,582
3	Women's Service	305,330
4	Men's Lifestyles	256,381
5	Women's Lifestyles	183,421
6	Women-in-Business	119,053
7	Women's Fashion	89,673
8	Sports	60,282
9	Home	58,462
10	Affluence A	55,918
11	Automotive	51,529
12	Lifestyles	34,683
13	Computing	33,597
14	Health & Fitness	28,912
15	Youth & Teen	28,357
16	Science & Nature	25,501
17	Personal Finance & Management	22,468
18	Black	21,011
19	City & Regional	19,989
20	Business & Financial	19,450
21	Outdoor	17,899
22	Men's Service	15,243
23	Affluence B	13,302
24	Bridal	13,134
25	Culinary	7,060
26	Home Entertainment	6,818
27	Travel	418
28	Inflight	0
29	Maturity	0
30	Sunday Magazines	0

Average Newsstand Circulation

Rank 1984	Market Name	1984 Avg. News. Circ.
1	General Interest	24,004,474
2	Women's Service	19,742,680
3	Newsmagazines	10,997,381
4	Women's Lifestyles	7,177,756
5	Men's Lifestyles	6,477,488
6	Women-in-Business	5,402,810
7	Women's Fashion	3,539,208
8	Home	2,557,242
9	Automotive	2,260,414
10	Sports	1,765,351
11	Affluence A	1,566,285
12	Youth & Teen	1,556,450
13	Lifestyles	1,215,530
14	Health & Fitness	1,079,222
15	Science & Nature	962,658
16	Computing	861,082
17	Men's Service	840,347
18	Outdoor	831,705
19	City & Regional	755,584
20	Black	644,777
21	Bridal	625,436
22	Personal Finance & Management	623,965
23	Business & Financial	436,794
24	Affluence B	427,270
25	Home Entertainment	301,632
26	Culinary	298,462
27	Travel	16,431
28	Inflight	0
29	Maturity	0
30	Sunday Magazines	0

Figures are FOLIO estimates for the calendar year 1984.

EVEN TOUGH CUSTOMERS WON'T BELIEVE SEPARATIONS ARE THE PROBLEM.

This financial officer's annual report showed the company solidly in the black. But to look at the rest of the report, you'd think the company was well in the red. The corporate executives looked pink as choirboys, and most of the other people, plant and artwork showed a lot of red ink, too.

"You can't get decent help these days!" he said, blaming his assistants, the designers, photographer, printer and production schedule—everything but his color separations which were really to blame.

We suggested that next time he unbundle the transparancies from the rest of the production package and let CM&H handle the separations.

We're solid professionals. At your office, the person you do business with represents the combined wisdom and experience of...(over please)

CUSTOMERS ARE THRILLED BY OUR SEPARATIONS.

...more than 200 professionals; at our shop, that person represents you.

We can work with your photographers to help minimize retouching and produce quality separations. With your designer to help make the concepts come true. With your production people to help them deal with roadblocks and stumbling blocks.

And now that our tough customer took control of his separations, he isn't such a tough customer anymore.

"It's still hard to get good help," he says. "But you guys are damn good."

Collins, Miller
& Hutchings, Inc.
333 W. Lake Street
Chicago, IL 60606
312-372-5854,
1-800-621-1448.

CM&H

A Techtron Graphic Arts Company

Photography: Lamb & Hall

Affluence A
Market Highlights

CIRCULATION:

MARKET ENRICHES CIRCULATION: SMALLER BOOKS SCORE BIGGEST GAINS

Market "A" contains affluent-aimed books with 300,000 plus circulation. Giant book *National Geographic* (10,229,652) is tops in average circ, but *Inc.* leads market in circ gains versus 1983 (up 23.6%) and *Endless Vacation* is just off the pace at 21.2%. Subs account for 89% of this market's total circulation, and *Inc.* and *EV* again rank number one and number two in sub growth. But *Smithsonian* posts a number one single-copy increase of 78.6%.

AD PAGES:

BOOKS CARRY 3,000 MORE AD PAGES IN '84

Ad page totals show a wide spread, from number one *BusinessWeek* at 4,972 pages to the number 27 book at 48 pages. Among the top five books in total pages, only *Forbes* made the top-five list in page gains vs. 1983, at number five with a 12.7% increase. Most of the eight books boosting pages in the double digits fall into the small-to-medium page range. *Home* leads the ad-page charge, up 33.6%.

REVENUE:

ALL BOOKS GAIN, 17 BY 10% OR MORE

Total revenue for 17 of the 27 titles rises in the double digits, and 22 books report double-digit ad revenue increases. The top three revenue books, *BusinessWeek, Fortune* and *Forbes,* join titles in the 10%-plus club. *Smithsonian* matches its newsstand revenue growth of last year with a dramatic leap (100.2%) in single-copy dollars. *Home* tops all ad dollar boosts with a 57% gain.

32 AFFLUENCE A
Market Analysis

THE HEARST GOLD BUY

Where consumers find a wealth of products. Where advertisers find a wealth of consumers.

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Contact Michelle Berman, 212/541-5720.

Source: Monroe Mendelsohn, 1984

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TOWN & COUNTRY

PUBLICATIONS OF HEARST MAGAZINES, A DIVISION OF THE HEARST CORPORATION.

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AFFLUENCE A

Ad Pages

1	BusinessWeek	4,972
2	New York Times Magazine	4,736
3	Forbes	3,834
4	The New Yorker	3,539
5	Fortune	3,486
6	New York	2,944
7	Town & Country	1,903
8	Architectural Digest	1,601
9	Money	1,516
10	Inc.	1,500
11	Eastern Review	1,372
12	Travel & Leisure	1,304
13	Bon Appetit	1,116
14	House & Garden	1,095
15	Golf Digest	1,087
16	Smithsonian	1,012
17	Gourmet	995
18	Signature	682
19	Home	610
20	Changing Times	535
21	Food & Wine	506
22	Colonial Homes	414
23	High Technology	411
24	National Geographic	282
25	National Geo. Traveler	212
26	Hadassah Magazine	175
27	Endless Vacation	48
	Total	41,887

% Chg. Ad Pages

1984 vs. 1983

		%
1	Home	33.6
2	House & Garden	32.4
3	High Technology	18.1
4	Travel & Leisure	16.9
5	Forbes	12.7
6	Inc.	11.7
7	New York Times Magazine	11.7
8	Bon Appetit	10.0
9	Eastern Review	9.8
10	Colonial Homes	7.7
11	Smithsonian	7.7
12	Fortune	7.4
13	Food & Wine	7.3
14	BusinessWeek	7.1
15	National Geographic	6.9
16	Gourmet	6.7
17	Money	6.0
18	Town & Country	5.0
19	Changing Times	4.5
20	Golf Digest	2.7
21	Architectural Digest	2.6
22	Signature	2.1
23	New York	0.8
24	Endless Vacation	ne
25	National Geo. Traveler	ne
26	The New Yorker	−2.8
27	Hadassah Magazine	−7.9

Net Chg. Ad Pages

1984 vs. 1983

1	New York Times Magazine	496
2	Forbes	433
3	BusinessWeek	331
4	House & Garden	268
5	Fortune	240
6	Travel & Leisure	189
7	Inc.	157
8	Home	153
9	Eastern Review	122
10	Bon Appetit	101
11	Town & Country	90
12	Money	86
13	Smithsonian	72
14	High Technology	63
15	Gourmet	62
16	Endless Vacation	48
17	Architectural Digest	41
18	Food & Wine	35
19	Colonial Homes	30
20	Golf Digest	28
21	New York	25
22	Changing Times	23
23	National Geographic	18
24	Signature	14
25	National Geo. Traveler	ne
26	Hadassah Magazine	−15
27	The New Yorker	−103
	Total	3,007

Avg. Ad Pages/Copy

1	Town & Country	159
2	Fortune	134
3	Architectural Digest	133
4	Forbes	132
5	Money	126
6	Inc.	125
7	Eastern Review	114
8	Travel & Leisure	109
9	BusinessWeek	96
10	Bon Appetit	93
11	Golf Digest	91
12	House & Garden	91
13	New York Times Magazine	91
14	Smithsonian	84
15	Gourmet	83
16	Colonial Homes	69
17	The New Yorker	68
18	New York	59
19	Signature	57
20	National Geo. Traveler	53
21	Home	51
22	Changing Times	45
23	Food & Wine	42
24	High Technology	34
25	National Geographic	24
26	Hadassah Magazine	18
27	Endless Vacation	8

▶

n/a = not applicable
ne = not estimated

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Source: SMRB 1985

AFFLUENCE A

Continued

Ad Revenue

		$000
1	BusinessWeek	184,782
2	Fortune	111,679
3	New York Times Magazine	111,036
4	Forbes	109,729
5	The New Yorker	60,167
6	Money	56,953
7	Inc.	34,991
8	New York	33,865
9	Golf Digest	32,923
10	Smithsonian	30,726
11	National Geographic	30,004
12	Architectural Digest	27,765
13	Travel & Leisure	27,528
14	Town & Country	27,049
15	Bon Appetit	24,101
16	House & Garden	18,903
17	Gourmet	13,915
18	Changing Times	12,802
19	Eastern Review	10,599
20	Signature	9,160
21	Home	7,301
22	Colonial Homes	6,365
23	Food & Wine	5,777
24	High Technology	5,177
25	National Geo. Traveler	3,603
26	Hadassah Magazine	1,150
27	Endless Vacation	209
	Total	**998,259**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Home	57.0
2	House & Garden	46.4
3	inc.	39.1
4	Money	35.1
5	Forbes	29.9
6	Travel & Leisure	25.9
7	High Technology	25.7
8	Town & Country	24.7
9	New York Times Magazine	21.8
10	Colonial Homes	21.5
11	Smithsonian	19.6
12	Food & Wine	18.8
13	Gourmet	18.4
14	BusinessWeek	18.3
15	Bon Appetit	17.1
16	Eastern Review	16.5
17	Golf Digest	16.1
18	Signature	15.3
19	Fortune	15.1
20	Architectural Digest	12.6
21	Hadassah Magazine	11.2
22	Changing Times	10.8
23	National Geographic	9.6
24	New York	5.3
25	The New Yorker	5.2
26	Endless Vacation	ne
27	National Geo. Traveler	ne

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	BusinessWeek	28,574
2	Forbes	25,270
3	New York Times Magazine	19,855
4	Money	14,806
5	Fortune	14,673
6	Inc.	9,833
7	House & Garden	5,990
8	Travel & Leisure	5,655
9	Town & Country	5,365
10	Smithsonian	5,028
11	Golf Digest	4,555
12	Bon Appetit	3,518
13	Architectural Digest	3,110
14	The New Yorker	2,958
15	Home	2,652
16	National Geographic	2,638
17	Gourmet	2,158
18	New York	1,709
19	Eastern Review	1,499
20	Changing Times	1,246
21	Signature	1,216
22	Colonial Homes	1,125
23	High Technology	1,058
24	Food & Wine	914
25	Endless Vacation	209
26	Hadassah Magazine	116
27	National Geo. Traveler	ne
	Total	**165,730**

Avg. Edit. Pgs./Copy

1	National Geo. Traveler	160
2	National Geographic	144
3	House & Garden	132
4	Colonial Homes	117
5	Town & Country	108
6	Gourmet	107
7	Forbes	103
8	Smithsonian	98
9	Travel & Leisure	97
10	New York	89
11	Golf Digest	84
12	Home	84
13	Inc.	74
14	Bon Appetit	72
15	Eastern Review	71
16	BusinessWeek	70
17	The New Yorker	69
18	Signature	58
19	Changing Times	56
20	Endless Vacation	56
21	High Technology	55
22	Food & Wine	48
23	New York Times Magazine	46
24	Hadassah Magazine	24
25	Architectural Digest	ne
26	Fortune	ne
27	Money	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Architectural Digest

Knapp Communications Corporation
5900 Wilshire Blvd.
Los Angeles, CA 90036
(213) 937-4740
Year founded: 1920
Published: Monthly

Publisher: Thomas P. Losee, Jr.
Advertising Director: R. Jeffrey Petersen

Editorial Description: Architectural Digest showcases residences throughout the world. Regular features focus on the fine arts, antiques, architecture and international properties. Architectural Digest appeals to those readers who travel often, entertain frequently and buy the highest quality fashions and fragrances.

Member: ABC

Primary SRDS Classification No. 24

Bon Appetit

Bon Appetit Publishing Corporation
2 Grand Central Tower
140 East 45th Street
New York, NY 10017
(212) 687-1255
Published: Monthly

Publisher: Robert S. Phelps
Advertising Director: George B. Dippy
Other key contacts: Mark Davis, Eastern Manager; Robert J. Nordloh, Midwestern; Richard J. Splittorf, Western

Editorial Description: Bon Appetit is edited for food enthusiasts. Stressing the connection between food and people, the editorial focus is on recipes, wine and spirits, and travel to destinations of epicurean interest. Features include a variety of cooking and entertaining ideas with precise instructions for readers at all skill levels. The editorial mix provides approaches developed by both food enthusiasts and professionals. Five monthly columns are based on recipes and food and wine queries contributed by readers themselves. The lifestyle of this intensely involved, affluent audience puts them in the vanguard of quality consumers.

Member: ABC

Primary SRDS Classification No. 18

BusinessWeek

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2000
Published: 51x per year

Publisher: John W. Patten
Advertising Director: Mark Dacey
Other key contacts: A.C. Lynch, Business Director

Editorial Description: BusinessWeek is published for management. Each week it reports the news, the ideas and the trends that have an impact on the economy or on an industry—or that can provide new insights for the business executive in the operation of his own business. Featured departments include Management, Marketing, Labor, Technology, Wall Street, Finance, Transportation, New Products, Government, Research, The Markets, International Business, Business Outlook, International Outlook, Washington Outlook, Figures of the Week, Books, Cities, Names and Faces and Ideas and Trends.

Member: ABC

Primary SRDS Classification No. 8

Changing Times

The Kiplinger Washington Editors, Inc.
220 East 42nd Street, Suite 3010
New York, NY 10017
(212) 599-0454
Year founded: 1947
Published: Monthly

Publisher: Nicholas H. Niles
Advertising Director: John T. Abbott
Other key contacts: Peter Van Leight, Marketing Director

Editorial Description: Changing Times provides practical information about ways to maximize current assets and anticipate opportunities in an increasingly complex world. Changing Times features updates on new and existing products and services and provides information on investments, insurance, taxes, home ownership, recreation, education, automobiles, health care and career and retirement planning. Regular editorial departments cover the economic outlook, jobs, travel and recreation, books, home improvement and maintenance, things to write for and answers to readers' questions.

Member: ABC

Primary SRDS Classification No. 22

Figures are FOLIO estimates for the calendar year 1984.

THE NEVADA SCHOOL OF ACTING.

Yesterday, at the laundromat, a man I didn't know asked me to wash his clothes.

"Maybe he thought you worked there," my mother, Val, says.

"No, he didn't," I tell Val. We're talking about this while we're eating lunch with my brother Sonny and his girlfriend, Irene. Sonny just got out of the Southern Nevada Correctional Center—he was in for six months for robbing a supermarket.

"He could have thought you were someone else, Sherri, or maybe he was crazy," Irene says. "Maybe he asks people to wash his clothes all the time."

"Has anyone ever asked you that?" I say.

"Only Sonny," Irene says.

"Sweetheart," Val says, "this isn't something to cry about, is it?"

I blow my nose into my napkin. I'm embarrassed to be crying in front of Sonny and Irene. "I'd just like to know what it is about my looks that makes strangers think I'd do their laundry," I say.

My mother puts her arms around me. She is a normal-sized person, and I weigh eighty-two pounds.

"I developed late, too," Val tells me, "but I survived it. I studied hard in school and waited for my body to change, and then I got married."

"I studied hard in school and then I got into trouble," Sonny says.

Val takes off her glasses and looks at him. "Sometime I'd like to pin you down on this, Sonny," she says, "and find out what went wrong."

"Somebody called the police," Sonny says.

From a short story by Judy Troy that appeared in a recent issue of The New Yorker. Yes, The New Yorker.

YES, THE NEW YORKER

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AFFLUENCE A

Continued

Average Circulation

1	National Geographic	10,229,652
2	Smithsonian	2,084,367
3	New York Times Magazine	1,543,322
4	Money	1,493,695
5	Changing Times	1,400,571
6	Bon Appetit	1,301,137
7	Golf Digest	1,211,794
8	Travel & Leisure	949,311
9	National Geo. Traveler	937,254
10	BusinessWeek	856,953
11	Signature	787,697
12	Forbes	726,232
13	Fortune	710,022
14	Gourmet	659,452
15	Colonial Homes	620,990
16	Architectural Digest	601,048
17	Home	578,788
18	House & Garden	563,459
19	Food & Wine	549,622
20	Inc.	526,295
21	The New Yorker	500,534
22	New York	436,779
23	Town & Country	404,336
24	Endless Vacation	379,048
25	Hadassah Magazine	366,921
26	Eastern Review	316,913
27	High Technology	305,499
	Total	**31,041,691**

% Chg. Avg. Circ.

1984 vs. 1983		%
1	Inc.	23.6
2	Endless Vacation	21.2
3	Money	12.7
4	Food & Wine	12.2
5	Town & Country	11.7
6	Home	9.8
7	Signature	9.4
8	Smithsonian	7.2
9	Gourmet	5.3
10	Golf Digest	5.0
11	Colonial Homes	3.7
12	Hadassah Magazine	3.6
13	Eastern Review	3.2
14	New York Times Magazine	3.0
15	New York	2.3
16	Travel & Leisure	2.1
17	Fortune	2.0
18	Forbes	0.9
19	BusinessWeek	0.5
20	Bon Appetit	0.0
21	National Geo. Traveler	ne
22	Architectural Digest	– 0.1
23	The New Yorker	– 1.5
24	Changing Times	– 2.0
25	National Geographic	– 2.2
26	High Technology	– 10.5
27	House & Garden	– 14.7

Net Chg. Avg. Circ.

1984 vs. 1983		
1	Money	168,144
2	Smithsonian	139,799
3	Inc.	100,440
4	Signature	67,662
5	Endless Vacation	66,244
6	Food & Wine	59,698
7	Golf Digest	58,179
8	Home	51,471
9	New York Times Magazine	44,449
10	Town & Country	42,351
11	Gourmet	32,925
12	Colonial Homes	22,396
13	Travel & Leisure	19,301
14	Fortune	13,685
15	Hadassah Magazine	12,656
16	Eastern Review	9,907
17	New York	9,752
18	Forbes	6,793
19	BusinessWeek	4,132
20	Bon Appetit	643
21	National Geo. Traveler	ne
22	Architectural Digest	– 846
23	The New Yorker	– 7,724
24	Changing Times	– 28,088
25	High Technology	– 35,665
26	House & Garden	– 97,351
27	National Geographic	– 226,405
	Total	**534,547**

Avg. Total Pgs./Copy

ad pages + edit. pages		
1	Town & Country	266
2	Forbes	236
3	House & Garden	223
4	National Geo. Traveler	213
5	Travel & Leisure	206
6	Inc.	199
7	Gourmet	190
8	Colonial Homes	186
9	Eastern Review	185
10	Smithsonian	182
11	Golf Digest	174
12	National Geographic	167
13	BusinessWeek	166
14	Bon Appetit	165
15	New York	148
16	New York Times Magazine	137
17	The New Yorker	137
18	Home	135
19	Signature	114
20	Changing Times	101
21	Food & Wine	90
22	High Technology	89
23	Endless Vacation	64
24	Hadassah Magazine	42
25	Architectural Digest	ne
26	Fortune	ne
27	Money	ne

▶

ne = not estimated

MAGAZINE PROFILES

Colonial Homes

Hearst Magazines
1790 Broadway, 14th Floor
New York, NY 10019
(212) 247-8720
Year founded: 1975
Published: Bimonthly

Publisher: David J. Moore
Advertising Director: E. Michael Peterson
Other key contacts: Daniel Gentile, Midwest Sales Manager

Editorial Description: Colonial Homes is the showcase of all facets of traditional American homes: furnishings, decorative accessories, and amenities. It is unique in providing unsurpassed coverage on creating and maintaining the traditional home. Readers discover the key to elegant living in pages rich with ideas on home building, remodeling, home furnishing, decorating, and home entertainment. Colonial Homes combines this appreciation of fine tradition and quality with important information on the modern conveniences necessary to meet the demands of today's fast paced living.

Member: ABC
Primary SRDS Classification No. 24

Eastern Review

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1976
Published: Monthly

Publisher: Fred R. Smith
Advertising Director: Frank J. Colonno

Editorial Description: Eastern Review's articles focus on our nation's cities, people, fashion, international travel and feature articles from notable publications. Full color portfolios showcase the newest exhibitions in art and photography. A lively overview of entertainment events in the east keeps the reader abreast of current trends. A special edition is presented each month for Shuttle passengers. This edition focuses on major events and guidelines to Washington, Boston and New York.

Member: BPA

Primary SRDS Classification No. 1

Endless Vacation

Endless Vacation Publications, Inc.
9333 North Meridian Street
P.O. Box 80260
Indianapolis, IN 46260
(317) 848-0500
Year founded: 1975
Published: Bimonthly, and directory

Publisher: Robert Ancell
Advertising Director: Jules S. Schwab
Other key contacts: Christel DeHaan, Executive Vice President

Editorial Description: Endless Vacation magazine is for families who are frequent vacation travelers. Editorial helps plan comfortable travel towards a variety of domestic and international vacation experiences. Articles emphasize travel adventures, vacation sports, unusual places to visit, travel tips, local shopping, dining out and cooking in and how to take advantage of the wide variety of vacation opportunities.

Member: ABC
Primary SRDS Classification No. 46

Food & Wine

The Guide to Good Taste

American Express Publishing Corp.
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1978
Published: Monthly

Publisher: Thomas O. Ryder
Ad Director: James S. Berrien
Other key contacts: Louis S. Benincasa, Vice President Media Research, Sales Development

Editorial Description: Food & Wine, The Guide to Good Taste is edited for those interested in various aspects of food, wine, entertaining and travel. Each issue contains articles on a variety of subjects of particular interest to the gourmet, including: the procuring and preparation of fine food; candid evaluation of wines, cookbooks, restaurants; specialty food products and equipment; gastronomic tradition; design; party planning; news of what and where the famous are eating; meals for the single diner, etc. At least 40 recipes are presented each month, some adapted to low calorie or specialty diets. In addition, there are ▶

Figures are Folio estimates for the calendar year 1984

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2,000,000 subscribers put their money where their minds are.

AFFLUENCE A

Continued

Total Revenue

ad rev. + circ. rev.

		$000
1	BusinessWeek	217,895
2	National Geographic	183,448
3	Fortune	137,615
4	Forbes	137,372
5	New York Times Magazine	111,036
6	Money	96,100
7	The New Yorker	75,061
8	Smithsonian	67,274
9	Architectural Digest	50,249
10	Golf Digest	47,935
11	New York	47,492
12	Travel & Leisure	45,678
13	Inc.	43,787
14	Bon Appetit	40,859
15	Town & Country	35,881
16	House & Garden	35,002
17	Changing Times	28,377
18	Gourmet	24,876
19	Signature	18,584
20	Endless Vacation	15,390
21	National Geo. Traveler	15,319
22	Home	15,013
23	Colonial Homes	14,906
24	Food & Wine	14,328
25	Eastern Review	10,599
26	High Technology	10,212
27	Hadassah Magazine	6,654
	Total	**1,546,942**

% Chg. Total Revenue

1984 vs. 1983

		%
1	Home	38.4
2	Endless Vacation	35.3
3	Inc.	32.5
4	Money	29.5
5	Forbes	24.6
6	Town & Country	22.3
7	New York Times Magazine	21.8
8	Travel & Leisure	20.7
9	Signature	20.4
10	Eastern Review	16.5
11	Food & Wine	16.1
12	BusinessWeek	16.0
13	Golf Digest	14.6
14	Smithsonian	14.4
15	House & Garden	13.9
16	Fortune	12.8
17	Colonial Homes	12.2
18	Gourmet	9.6
19	Bon Appetit	7.8
20	Architectural Digest	6.2
21	New York	4.9
22	Hadassah Magazine	4.8
23	The New Yorker	4.4
24	High Technology	4.1
25	Changing Times	3.6
26	National Geo. Traveler	ne
27	National Geographic	−0.4

Subscription Revenue

		$000
1	National Geographic	153,445
2	Smithsonian	36,345
3	Money	30,208
4	BusinessWeek	29,710
5	Forbes	24,506
6	Fortune	23,536
7	Travel & Leisure	17,850
8	Architectural Digest	16,717
9	Endless Vacation	15,180
10	Changing Times	14,870
11	Bon Appetit	13,173
12	Golf Digest	12,823
13	The New Yorker	12,085
14	House & Garden	11,792
15	National Geo. Traveler	11,716
16	New York	10,289
17	Signature	9,424
18	Food & Wine	8,144
19	Gourmet	7,893
20	Inc.	7,590
21	Home	5,763
22	Hadassah Magazine	5,504
23	Town & Country	5,200
24	Colonial Homes	4,705
25	High Technology	4,298
26	Eastern Review	0
27	New York Times Magazine	0
	Total	**492,766**

% Chg. Sub. Revenue

1984 vs. 1983

		%
1	Endless Vacation	33.5
2	Signature	25.7
3	Town & Country	23.0
4	Home	22.1
5	Money	21.6
6	Travel & Leisure	14.4
7	Food & Wine	14.3
8	Golf Digest	12.3
9	Smithsonian	10.2
10	Inc.	7.9
11	Forbes	6.7
12	BusinessWeek	5.0
13	Fortune	4.2
14	Gourmet	3.9
15	Hadassah Magazine	3.6
16	The New Yorker	2.9
17	New York	2.1
18	Architectural Digest	1.9
19	Bon Appetit	1.4
20	Colonial Homes	0.8
21	Eastern Review	n/a
22	National Geo. Traveler	ne
23	New York Times Magazine	n/a
24	Changing Times	−1.5
25	National Geographic	−2.2
26	High Technology	−10.4
27	House & Garden	−14.0

▶

n/a = not applicable
ne = not estimated

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Figures are FOLIO estimates for the calendar year 1984.

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150 Fifth Avenue, New York, N.Y. 10011
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AFFLUENCE A

Continued

Avg. Subscrip. Circ.

1	National Geographic	10,229,652
2	Smithsonian	2,076,879
3	Changing Times	1,366,979
4	Money	1,204,957
5	Bon Appetit	1,147,925
6	Golf Digest	1,117,283
7	Travel & Leisure	939,456
8	National Geo. Traveler	937,254
9	BusinessWeek	824,398
10	Signature	787,697
11	Forbes	690,988
12	Fortune	679,457
13	Food & Wine	532,219
14	Gourmet	531,505
15	Home	495,473
16	Architectural Digest	494,248
17	Inc.	492,800
18	House & Garden	473,733
19	The New Yorker	464,534
20	Colonial Homes	407,883
21	New York	395,573
22	Endless Vacation	379,048
23	Hadassah Magazine	366,921
24	Town & Country	303,452
25	High Technology	274,759
26	Eastern Review	0
27	New York Times Magazine	0
	Total	**27,615,173**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Inc.	24.0
2	Endless Vacation	21.2
3	Town & Country	13.9
4	Money	13.8
5	Food & Wine	12.0
6	Signature	9.4
7	Gourmet	9.1
8	Smithsonian	7.0
9	Home	6.8
10	Golf Digest	6.0
11	Hadassah Magazine	3.6
12	Bon Appetit	2.5
13	New York	2.4
14	Travel & Leisure	2.4
15	Fortune	2.0
16	Architectural Digest	1.7
17	Forbes	0.8
18	BusinessWeek	0.5
19	Eastern Review	n/a
20	National Geo. Traveler	ne
21	New York Times Magazine	n/a
22	Colonial Homes	– 0.7
23	High Technology	– 0.8
24	The New Yorker	– 1.3
25	Cnanging Times	– 1.8
26	National Geographic	– 2.2
27	House & Garden	– 17.7

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Money	145,932
2	Smithsonian	136,505
3	Inc.	95,467
4	Signature	67,662
5	Endless Vacation	66,244
6	Golf Digest	62,836
7	Food & Wine	57,066
8	Gourmet	44,551
9	Town & Country	37,014
10	Home	31,340
11	Bon Appetit	28,004
12	Travel & Leisure	21,883
13	Fortune	13,509
14	Hadassah Magazine	12,656
15	New York	9,097
16	Architectural Digest	8,398
17	Forbes	5,576
18	BusinessWeek	4,129
19	Eastern Review	n/a
20	National Geo. Traveler	ne
21	New York Times Magazine	n/a
22	High Technology	– 2,315
23	Colonial Homes	– 3,000
24	The New Yorker	– 6,253
25	Changing Times	– 24,962
26	House & Garden	– 101,733
27	National Geographic	– 226,405
	Total	**483,201**

Newsstand Revenue

		$000
1	Money	8,939
2	Architectural Digest	5,767
3	House & Garden	4,307
4	Colonial Homes	3,836
5	Town & Country	3,632
6	Bon Appetit	3,585
7	BusinessWeek	3,403
8	New York	3,338
9	Forbes	3,138
10	Gourmet	3,068
11	The New Yorker	2,808
12	Fortune	2,400
13	Golf Digest	2,189
14	Home	1,950
15	Inc.	1,206
16	High Technology	738
17	Changing Times	705
18	Food & Wine	407
19	Travel & Leisure	300
20	Smithsonian	202
21	Eastern Review	0
22	Endless Vacation	0
23	Hadassah Magazine	0
24	National Geographic	0
25	Nationai Geo. Traveler	0
26	New York Times Magazine	0
27	Signature	0
	Total	**55,918** ▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

regular features by authors not generally associated with food subjects.

Member: ABC

Primary SRDS Classification No. 18

Forbes

Forbes, Inc.
60 Fifth Avenue
New York, NY 10011
(212)620-2200
Year founded: 1917
Published: Biweekly
Publisher: James J. Dunn
Advertising Director: Stephen G. Nicoll

Editorial Description: Forbes is edited for management in U.S. companies, plus professional and private investors in stocks, bonds and other securities. Contains corporate stories, supplemented with tabular statistical documentation. Forbes presents a continuing review of management in big business. Using case histories and intra-industry comparisons, it evaluates management's personality, style and philosophy in meeting the bottom-line challenges of profitability, growth and stock market performance. Each issue features Fact and Comment, Trends, Faces Behind the Figures, Personal Affairs, and a Money and Investments Section.

Member: ABC

Primary SRDS Classification No. 8

Fortune

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Published: Biweekly

Publisher: James B. Hoefer
Associate Publisher: Bill Kenyon
Advertising Director: R. Timothy Leedy

Editorial Description: Fortune is written and edited for management. Fortune provides detailed evaluations of important developments affecting the business community. Articles range from corporation stories to management problems, from national purpose to leisure activities, from science and technology to business personalities. Fortune Forecast reports on the economic outlook; Personal Investing, a review of investment opportunities, and the techniques and theories of investing.

Member: ABC

Primary SRDS Classification No. 8

Golf Digest

Golf Digest/Tennis, Inc.
495 Westport Avenue
P.O. Box 5350
Norwalk, CT 06856
(203) 847-5811
Year founded: 1950
Published: Monthly

Publisher: Jay FitzGerald
Advertising Director: Win Stevens

Other key contacts: Craig Russell, New York Sales Manager; Bill Congdon, Marketing Manager

Editorial Description: Golf Digest is edited for golfers, from beginners to low handicap players. Each issue contains a number of instruction articles authored by teaching and playing professionals, covering various things from fundamentals to fine points of the game. Other articles deal with the personalities and accomplishments of tournament players and other golf figures; previews and results of tournaments; money standings; club administration and activities; equipment and lore of the game. Regular departments deal with: places to play; spectacular holes; golf fashions; junior golf; senior golf; golf books; and golf on television.

Member: ABC, MPA

Primary SRDS Classification No. 45

Gourmet

The Magazine of Good Living

The Conde Nast Publications Inc.
560 Lexington Avenue
New York, NY 10022
(212) 371-1330
Year founded: 1941
Published: Monthly

Publisher: Verne Westerberg
Advertising Director: Richard Barthelmes

Other key contacts: Jonathan Newhouse, Business Manager; Pete Hunsinger, Eastern Advertising Manager; Lynne Berentsen, Director of Marketing and Promotion

Editorial Description: Gourmet is edited for those who are interested in the various aspects of "good living"—i.e., the preparation of fine food, wine, dining out, sports and travel. One or two▶

AFFLUENCE A

Continued

Avg. Newsstand Circ.

1	Money	288,738
2	Colonial Homes	213,107
3	Bon Appetit	153,212
4	Gourmet	127,847
5	Architectural Digest	106,800
6	Town & Country	100,884
7	Golf Digest	94,511
8	House & Garden	89,726
9	Home	83,315
10	New York	41,206
11	The New Yorker	36,000
12	Forbes	35,244
13	Changing Times	33,592
14	Inc.	33,495
15	BusinessWeek	32,555
16	High Technology	30,740
17	Fortune	30,565
18	Food & Wine	17,403
19	Travel & Leisure	9,856
20	Smithsonian	7,489
21	Eastern Review	0
22	Endless Vacation	0
23	Hadassah Magazine	0
24	National Geographic	0
25	National Geo. Traveler	0
26	New York Times Magazine	0
27	Signature	0
	Total	**1,566,285**

% Chg. Avg. News. Circ.

	1984 vs. 1983	%
1	Smithsonian	78.6
2	Home	31.9
3	Food & Wine	17.8
4	Inc.	17.4
5	Colonial Homes	13.5
6	Money	8.3
7	Town & Country	5.6
8	House & Garden	5.1
9	Forbes	3.6
10	New York	1.6
11	Fortune	0.6
12	BusinessWeek	0.0
13	Eastern Review	n/a
14	Endless Vacation	n/a
15	Hadassah Magazine	n/a
16	National Geographic	n/a
17	National Geo. Traveler	n/a
18	New York Times Magazine	n/a
19	Signature	n/a
20	The New Yorker	– 3.9
21	Golf Digest	– 4.7
22	Architectural Digest	– 8.0
23	Gourmet	– 8.3
24	Changing Times	– 8.5
25	Bon Appetit	– 15.2
26	High Technology	– 17.1
27	Travel & Leisure	– 20.8

Net Chg. Avg. News. Circ.

	1984 vs. 1983	
1	Colonial Homes	25,396
2	Money	22,212
3	Home	20,131
4	Town & Country	5,337
5	Inc.	4,973
6	House & Garden	4,381
7	Smithsonian	3,295
8	Food & Wine	2,632
9	Forbes	1,216
10	New York	655
11	Fortune	175
12	BusinessWeek	3
13	Eastern Review	n/a
14	Endless Vacation	n/a
15	Hadassah Magazine	n/a
16	National Geographic	n/a
17	National Geo. Traveler	n/a
18	New York Times Magazine	n/a
19	Signature	n/a
20	The New Yorker	– 1,471
21	Travel & Leisure	– 2,582
22	Changing Times	– 3,126
23	Golf Digest	– 4,657
24	High Technology	– 6,332
25	Architectural Digest	– 9,244
26	Gourmet	– 11,627
27	Bon Appetit	– 27,361
	Total	**24,006**

% Chg. News. Revenue

	1984 vs. 1983	%
1	Smithsonian	100.2
2	Inc.	38.8
3	Home	31.9
4	Money	24.2
5	Food & Wine	17.7
6	Colonial Homes	13.5
7	Forbes	12.3
8	New York	9.8
9	Golf Digest	7.6
10	Town & Country	5.6
11	House & Garden	5.1
12	BusinessWeek	1.5
13	Fortune	0.6
14	Eastern Review	n/a
15	Endless Vacation	n/a
16	Hadassah Magazine	n/a
17	National Geographic	n/a
18	National Geo. Traveler	n/a
19	New York Times Magazine	n/a
20	Signature	n/a
21	The New Yorker	– 3.9
22	Changing Times	– 4.2
23	Architectural Digest	– 8.0
24	Gourmet	– 8.3
25	High Technology	– 17.1
26	Bon Appetit	– 17.3
27	Travel & Leisure	– 19.5

▶

n/a = not applicable

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Figures are Folio estimates for the calendar year 1984.

Gourmet (cont).

foreign cities are explored each month. Travel features include historical and artistic matters of interest, natural and architectural wonders, museums, opera houses, churches and cathedrals, and shops. Articles include the history of various foods, writers' personal experiences, restaurant and hotel recommendations, exclusive resorts, menus, recipes, and gift suggestions.

Member: ABC
Primary SRDS Classification No. 18

Hadassah Magazine

Hadassah, the Women's Zionist Organization of America, Inc.
50 West 58th Street
New York, NY 10019
(212) 303-8014
Year founded: 1921
Published: 10x per year

Advertising Director: Nancy Margolis, Associate Publisher
Other key contacts: Ruth Weinrach, Advertising Coordinator

Editorial Description: Hadassah Magazine is edited for American Jewish readers. Feature articles and photo stories deal with social, economic, educational, political, cultural, and health issues in Israel and the United States, and with Jewish life in countries around the world. Departments include fiction, art, theater and film reviews, book reviews, travel, parenting, and news briefs.
Primary SRDS Classification No. 20

High Technology

High Technology Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1981
Published: Monthly

Publisher: Bernard A. Goldhirsh
Advertising Director: Frances P. Lawrence
Other key contacts: W. Robert Boris, Associate Publisher; Robert Christian, Regional Ad Manager

Editorial Description: High Technology is edited for technical as well as non-technical senior managers and professionals in business, industry, and government. It reports advances in technology and their potential impact on business. Regular monthly departments include: Perspectives and Updates on technology; Investing in high tech companies; insights about technology and policy from industry/government leaders; Microcomputer technology; and Consumer, Industrial, Business, and Military/Aerospace applications.

Member: ABC

Primary SRDS Classification No. 8

Home

Home Magazine, Ltd.
140 East 45th Street
2 Grand Central Tower
New York, NY 10017
(212) 682-4040
Year founded: 1954
Published: Monthly

Publisher: George C. Fields
Advertising Director: Herbert W. Bode
Other key contacts: Karen Crawford, Promotion Director; Patricia Soffel, Advertising Service Manager

Editorial Description: Home is edited for home enthusiasts. Eight out of ten editorial pages are devoted to remodeling, furnishings, architecture and building. It covers new and remodeled kitchens and baths, room additions and conversions, renovations, decorating and design projects, luxury accessories and amenities, landscaping, etc. Features also include interviews with industry professionals, such as decorators, designers and architects. In addition to feature articles, Home's departments include news and financial information of interest to homeowners, energy conservation, home plans, a buying guide, direct response products, listings of brochures and product literature available from manufacturers, and maintenance and repair information.

Member: ABC
Primary SRDS Classification No. 24

House & Garden

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1901
Published: Monthly

Publisher: William Bondlow
Advertising Director: Donald Kilmartin
Other key contacts: Timothy Knipe, Marketing Director; Robert Newkirchen, Advertising Manager

Editorial Description: House & Garden is a magazine devoted to decoration, design, architecture and the arts. Features and photographs focus on the viewpoint of writers, artists and architects, and the homes of people whose style of living is individual and distinctive. Current commentary on books, films, travel, gardens, food and wine is also included.

Member: ABC
Primary SRDS Classification No. 24

Inc.

The Magazine for Growing Companies

Inc. Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1979
Published: Monthly

▶

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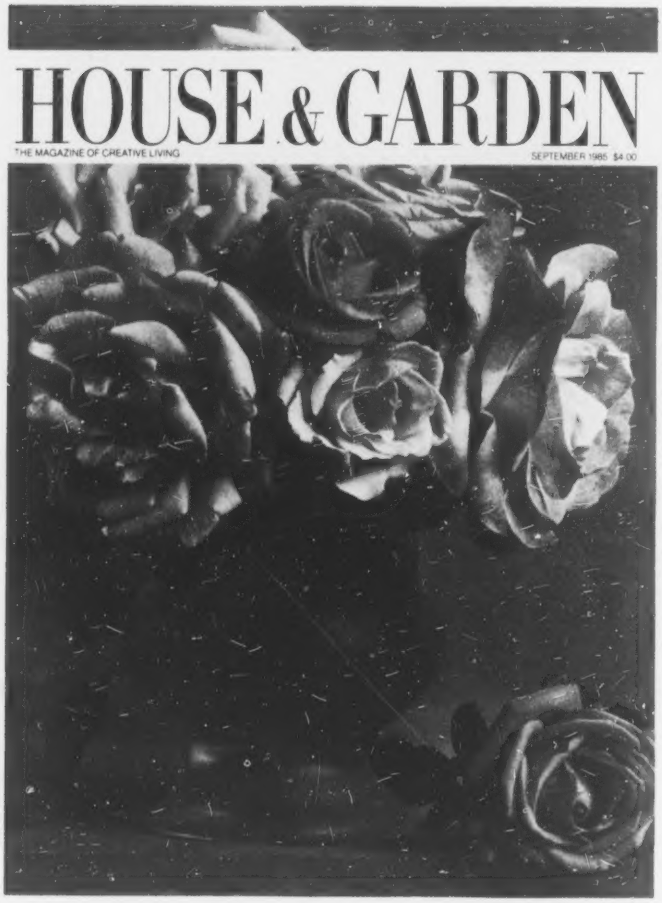
Figures are FOLIO estimates for the calendar year 1984.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Magazine Profiles

Publisher: J. Peter Huestis
Other key contacts: Joseph C. Page, Jr., Associate Publisher; Betsy Keady, Marketing Services Director; Bradley K. Jones, Western Sales Manager

Editorial Description: Inc. is for executives who run small to mid-sized companies. Its purpose is to provide them with specific, practical answers to both their immediate and long-term management problems. Through in-depth studies, Inc. demonstrates how other entrepreneurs have dealt with major business decisions, and offers the reader guidelines for solving his own. Its departments stress the how-to aspects of Financial Management, Personnel Management, Marketing, Sales, Administration and Operations. Inc. also covers and analyzes news pertinent to smaller company management, including trends, economic forecasts and legislation that affect them.

Member: ABC
Primary SRDS Classification No. 8

Money

Time Inc.
Time & Life Building
Rockefeller Center
New York, NY 10020
(212) JU6-1212
Year founded: 1972
Published: Monthly

Publisher: William M. Kelly, Jr.
Advertising Director: Charles Rubens II

Editorial Description: Money is America's magazine of personal finance. Each issue tackles subjects that concern affluent men and women most today: gaining maximum return on investments, increasing earning power, saving wisely, obtaining quality and values in key purchases.

Member: ABC
Primary SRDS Classification No. 22

National Geographic

National Geographic Society
17th & M Streets, N.W.
Washington, DC 20036
(202) 857-7000
Year founded: 1888
Published: Monthly

Advertising Director: George E. Moffat
Other key contacts: William K. Hughes, National Advertising Manager; Patti A. Delaney, Business Manager; G. Sarita Lapham, Advertising Production Director; Alex MacRae, Marketing Director

Editorial Description: National Geographic's articles cover the various parts of the globe, and probe into the farthest reaches of the universe and hitherto unexplored depths of the oceans. It reports on the issues that face the world today, including energy and the environment. Scientific articles range from such subjects as the discovery of fossils of earliest man to the wonders of the electronic chip and the new biology. Articles are accompanied by photographs, drawings, detailed maps and paintings.

Member: ABC

Primary SRDS Classification No. 22

National Geographic Traveler

National Geographic Society
17th & M Streets., N.W.
Washington, D.C. 20036
(202) 857-7000
Year founded: 1984
Published: 4x per year

Executive Editor: Robert Breeden
Advertising Director: George Moffat
Other key contacts: William K. Hughes, National Advertising Manager

Editorial Description: National Geographic Traveler, a quarterly magazine published by the National Geographic Society presents in-depth articles of photographs and text on places primarily in the United States and Canada. About 20% of the stories feature destinations abroad—in Europe, the Caribbean, and parts of the Pacific. Regular departments include Bulletin (travel news), Traveling Easy (advice on travel topics), Bookshelf (for further reading), and Highlights, a regional calendar of events.

Member: ABC

Primary SRDS Classification No. 46

New York

News Group Magazines
755 2nd Avenue
New York, NY 10017
(212) 880-0700
Year founded: 1968
Published: 50x per year

Publisher: Carolyn Wall
Other key contacts: Larry Burstein, National Advertising Sales Manager; Elaine Shindler, Marketing Director

Editorial Description: New York Magazine is edited for those interested in critical examination of contemporary ideas. New York deals regularly with such subjects as politics, business, psychology, literature, the fine arts, entertainment, home furnishings, food, wine, fashion—and a broad range of subjects.

Member: ABC

Primary SRDS Classification No. 36A

The New York Times Magazine

The New York Times
229 West 43rd Street
New York, NY 10036
(212) 556-1203
Year founded: 1851
Published: Weekly

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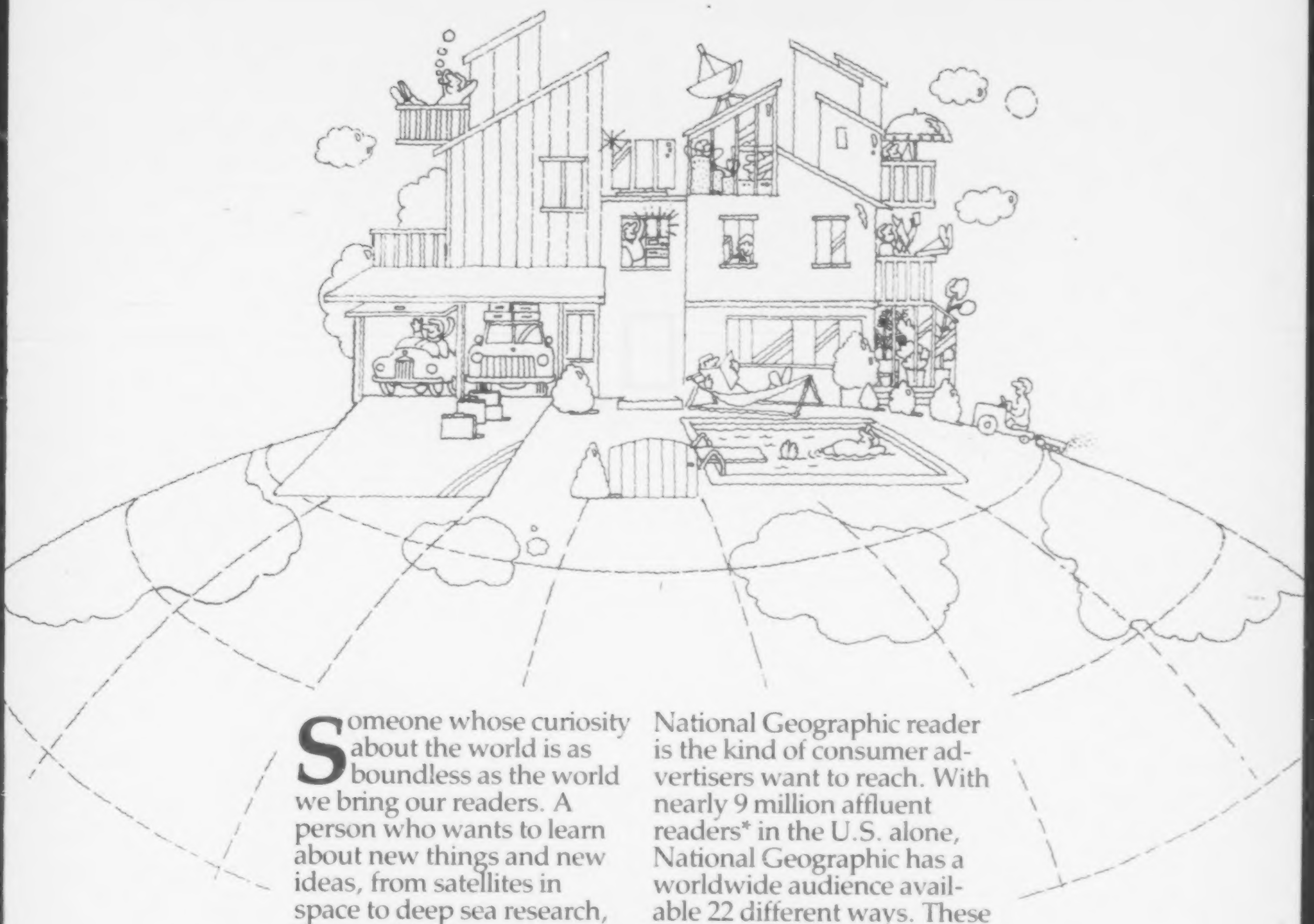

Someone whose curiosity about the world is as boundless as the world we bring our readers. A person who wants to learn about new things and new ideas, from satellites in space to deep sea research, the new biology to computer technology. In short, a person who keeps up with the changing world.

It stands to reason that the National Geographic reader is the kind of consumer advertisers want to reach. With nearly 9 million affluent readers* in the U.S. alone, National Geographic has a worldwide audience available 22 different ways. These readers demand the best in the magazine that opens their minds and in the products and services that enhance the quality of their lives.

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*Source: Monroe Mendelsohn Research, Inc., 1985 Survey of Adults and Markets of Affluence

AFFLUENCE A

Continued

Magazine Profiles

Publisher: Arthur Ochs Sulzberger
Advertising Director: Lance Primis, Senior Vice President
Other key contacts: Philip Duval, Marketing Director

Editorial Description: The New York Times Magazine editorial is devoted to helping its readers understand a changing world. It contains articles and photographs on a wide range of subjects: foreign affairs, politics, medicine, the arts, science, religion and business. There are features on Fashion, Design, Food, Beauty, Health, Collecting and the New York Times Magazine Puzzles.

Member: ABC
Primary SRDS Classification No. 22

The New Yorker

Advance Publications Inc.
25 West 43rd Street
New York, NY 10036
(212) 840-3800
Year founded: 1925
Published: Weekly

Publisher: Stephen Florio, Executive Vice President
Advertising Director: Robert F. Young
Other key contacts: J. Kennard Bosee, President; Owen J. Hochreiter, Advertising Manager; Stuart Spizer, National Advertising Manager

Editorial Description: The New Yorker discusses current ideas and events in metropolitan America. The magazine blends domestic and international news analysis with cartoons, regular criticism of sports, fashion, and the arts, biographical "Profiles," short fiction, poetry, and "Letters" from correspondents around the world. A listing of "Goings On" in New York precedes "The Talk of the Town," an every-issue assortment of essays, interviews, and anecdotes.

Member: ABC
Primary SRDS Classification No. 22

Signature

Citicorp Publishing
641 Lexington Avenue
New York, NY 10022
(212) 888-9450
Year founded: 1954
Published: Monthly

Publisher: Harry C. Egner
Advertising Director: Richard Borzumato
Other key contacts: Richard Lynch, Vice President Marketing

Editorial Description: Signature is edited as a guide to leisure time activities. The majority of the stories are travel-related and cover destinations worldwide. There are regional guides to dining and entertainment. The remainder of the editorial includes regular features on sport, lifestyle trends, best buys in quality goods, arts and culture and occasional profiles.

Member: ABC
Primary SRDS Classification No. 46

Smithsonian

Smithsonian Institution
Arts & Industries Building
900 Jefferson Drive
Washington, DC 20560
(202) 357-2888
Year founded: 1970
Published: Monthly

Publisher: Joseph J. Bonsignore
Advertising Director: Thomas H. Black
Other key contacts: Edward Daly, Lewis Ogle

Editorial Description: Smithsonian involves itself with Man's cultural, intellectual, social and physical environment. It is the editor's view that it is the total and not just part of the environment that contributes to the quality of life. Topics range from ecology, science, urbanology, technology to art, history, nature and leisure activities.

Member: ABC
Primary SRDS Classification No. 22

Town & Country

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5000
Year founded: 1846
Published: Monthly

Publisher: Frederick Jackson
Advertising Director: Marcia Miller
Other key contacts: Mark Neider, Director of Marketing

Editorial Description: Town & Country Magazine is a service publication for the affluent, covering a wide range of the interests of these people. Predominant among these interests are travel, the home, personalities, fashion, beauty, cultural areas, gourmet foods and liquors, and social happenings.

Member: ABC
Primary SRDS Classification No. 22

Travel & Leisure

American Express Publishing Corporation
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1970
Published: Monthly

Publisher: Thomas O. Ryder
Advertising Director: John Hillock, Vice President, Associate Publisher
Other key contacts: Louis Benincasa, Vice President Media Research & Sales Development; Dick Romanelli, General Sales Director

Editorial Description: Travel & Leisure Magazine contains articles and service information concerning travel, hotels, dining, wine & spirits, hobbies and entertainment. It is a lifestyle magazine devoted to pleasures and leisure time pursuits.

Member: ABC
Primary SRDS Classification No. 46

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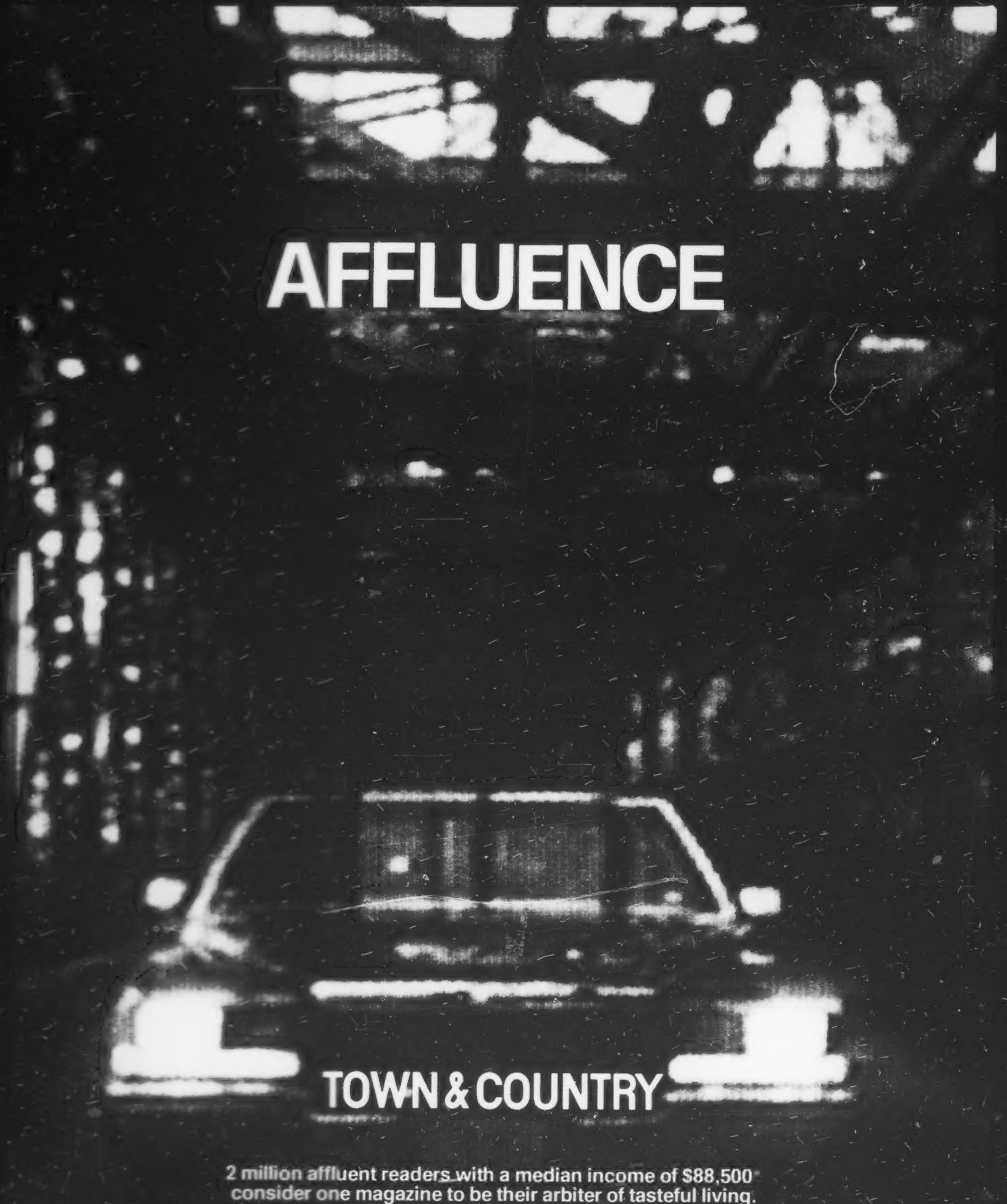
Figures are FOLIO estimates for the calendar year 1984.



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Affluence B

Market Highlights

CIRCULATION:

CITY/REGIONAL, INFLIGHT BOOKS GO UPSCALE; BUSINESS BOOKS NAB TOP GAINS

Affluence B market comprises affluent titles with a circulation of less than 300,000. The mixed bag of titles includes some groupings—seven city/regional titles and four inflight books, with *Delta Sky* the big circ book in this market. Average gains versus 1983 for the market came in at 3.1%, but top gainers put in double-digit performances. Growth leader *Venture* ups its circulation 12.6%, and *Financial World* ranks second in total circulation gains, up 11.4%.

AD PAGES:

MARKET MEMBERS AVERAGE OVER 11% PAGE GAIN

Eleven books score double-digit increases versus 1983, average of all market books is plus 11.4%. But when it comes to running the most pages, *Quarter Horse Journal* (number 21 in ad dollars) runs 4,376 of them in 1984, 1,848 pages ahead of a distant number two. First place page gainer, *Pan Am Clipper*, keeps its ad-page total well off the ground, soaring 48.9% ahead of last year.

REVENUE:

WEALTHY ARE HEALTHY

Affluent B books boost total dollars in the double digits, led by number one *Pan Am Clipper*, up 49.9%. Eighteen books post two-digit ad revenue increases, led by *Venture*, up 54.5%. Two city books, *Chicago*, up 28.6% in sub dollars, and *Boston*, up 27.8% in newsstand dollars, lead this eclectic group in those two measurements.

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Venture

AFFLUENCE B

Ad Pages

1	Quarter Horse Journal	4,376
2	Los Angeles Magazine	2,528
3	The Economist U.S. Ed.	2,472
4	Motor Boating & Sailing	1,872
5	San Diego Magazine	1,855
6	Boston Magazine	1,831
7	Chicago	1,775
8	Texas Monthly	1,707
9	Philadelphia Magazine	1,635
10	D	1,626
11	W	1,329
12	AmericanWay	1,227
13	Venture	1,054
14	Delta Sky	909
15	Dun's Business Month	821
16	M The Civilized Man	766
17	Pan Am Clipper	754
18	TWA Ambassador	726
19	Frequent Flyer	705
20	Connoisseur	702
21	Financial World	453
22	Harvard Business Review	373
23	Vanity Fair	335
	Total	**31,831**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Pan Am Clipper	48.9
2	The Economist U.S. Ed.	34.0
3	Venture	31.7
4	Frequent Flyer	27.5
5	Motor Boating & Sailing	17.1
6	D	14.9
7	Delta Sky	13.6
8	Boston Magazine	12.4
9	W	12.2
10	Texas Monthly	11.6
11	TWA Ambassador	11.3
12	San Diego Magazine	11.0
13	AmericanWay	9.3
14	Financial World	4.4
15	Dun's Business Month	3.3
16	Los Angeles Magazine	3.2
17	Philadelphia Magazine	1.5
18	Chicago	0.4
19	Connoisseur	ne
20	M The Civilized Man	ne
21	Quarter Horse Journal	ne
22	Harvard Business Review	– 4.7
23	Vanity Fair	– 34.9

Net Chg. Ad Pages

1984 vs. 1983

1	The Economist U.S. Ed.	627
2	Motor Boating & Sailing	273
3	Venture	254
4	Pan Am Clipper	248
5	D	211
6	Boston Magazine	202
7	San Diego Magazine	183
8	Texas Monthly	177
9	Frequent Flyer	152
10	W	145
11	Delta Sky	109
12	AmericanWay	104
13	Los Angeles Magazine	78
14	TWA Ambassador	74
15	Dun's Business Month	26
16	Philadelphia Magazine	24
17	Financial World	19
18	Chicago	7
19	Connoisseur	ne
20	M The Civilized Man	ne
21	Quarter Horse Journal	ne
22	Harvard Business Review	– 19
23	Vanity Fair	– 180
	Total	**2,714**

Avg. Ad Pages/Copy

1	Quarter Horse Journal	365
2	Los Angeles Magazine	211
3	Motor Boating & Sailing	156
4	San Diego Magazine	155
5	Boston Magazine	153
6	Chicago	148
7	Texas Monthly	142
8	D	136
9	Philadelphia Magazine	136
10	AmericanWay	102
11	Venture	88
12	Delta Sky	76
13	Dun's Business Month	68
14	M The Civilized Man	64
15	Pan Am Clipper	63
16	Harvard Business Review	62
17	TWA Ambassador	61
18	Connoisseur	59
19	Frequent Flyer	59
20	W	51
21	The Economist U.S. Ed.	48
22	Vanity Fair	28
23	Financial World	17

▶

Figures are Folio estimates for the calendar year 1984.

n/a = not applicable
ne = not estimated

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* Source: The Subscribers of Venture, 1984 conducted by Don Bowdren Associates.

AFFLUENCE B

Continued

Ad Revenue

		$000
1	W	18,283
2	Texas Monthly	15,184
3	Los Angeles Magazine	13,276
4	The Economist U.S. Ed.	10,883
5	Venture	10,782
6	Dun's Business Month	10,781
7	Chicago	10,551
8	AmericanWay	10,540
9	Delta Sky	7,864
10	Motor Boating & Sailing	7,174
11	Boston Magazine	6,950
12	Philadelphia Magazine	6,848
13	D	5,950
14	TWA Ambassador	5,890
15	Frequent Flyer	5,554
16	San Diego Magazine	4,979
17	M The Civilized Man	4,901
18	Pan Am Clipper	4,878
19	Connoisseur	4,619
20	Vanity Fair	4,037
21	Quarter Horse Journal	3,751
22	Financial World	3,073
23	Harvard Business Review	2,828
	Total	**179,576**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Venture	54.5
2	Pan Am Clipper	49.9
3	Frequent Flyer	47.4
4	The Economist U.S. Ed.	45.6
5	W	31.1
6	Boston Magazine	25.2
7	D	21.9
8	San Diego Magazine	20.9
9	Texas Monthly	17.3
10	Los Angeles Magazine	15.1
11	AmericanWay	14.2
12	Motor Boating & Sailing	13.9
13	Financial World	12.0
14	TWA Ambassador	11.4
15	Dun's Business Month	11.3
16	Philadelphia Magazine	10.6
17	Delta Sky	10.3
18	Chicago	10.0
19	Harvard Business Review	6.3
20	Connoisseur	ne
21	M The Civilized Man	ne
22	Quarter Horse Journal	ne
23	Vanity Fair	−35.7

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	W	4,332
2	Venture	3,802
3	The Economist U.S. Ed.	3,410
4	Texas Monthly	2,236
5	Frequent Flyer	1,786
6	Los Angeles Magazine	1,740
7	Pan Am Clipper	1,624
8	Boston Magazine	1,399
9	AmericanWay	1,313
10	Dun's Business Month	1,093
11	D	1,068
12	Chicago	961
13	Motor Boating & Sailing	874
14	San Diego Magazine	861
15	Delta Sky	736
16	Philadelphia Magazine	658
17	TWA Ambassador	604
18	Financial World	329
19	Harvard Business Review	168
20	Connoisseur	ne
21	M The Civilized Man	ne
22	Quarter Horse Journal	ne
23	Vanity Fair	−2,243
	Total	**26,751**

Avg. Edit. Pgs./Copy

1	Quarter Horse Journal	258
2	Vanity Fair	157
3	Los Angeles Magazine	150
4	Harvard Business Review	138
5	San Diego Magazine	138
6	Chicago	135
7	Boston Magazine	112
8	Texas Monthly	103
9	Philadelphia Magazine	99
10	AmericanWay	96
11	M The Civilized Man	93
12	D	92
13	Connoisseur	87
14	Venture	71
15	Motor Boating & Sailing	70
16	Delta Sky	65
17	Financial World	64
18	Dun's Business Month	63
19	Frequent Flyer	60
20	TWA Ambassador	56
21	Pan Am Clipper	42
22	W	32
23	The Economist U.S. Ed.	ne

Average Circulation

1	Delta Sky	294,000
2	Dun's Business Month	293,000
3	Texas Monthly	288,906
4	Venture	287,968
5	Frequent Flyer	285,250
6	Vanity Fair	273,542
7	AmericanWay	254,621
8	TWA Ambassador	249,150
9	Harvard Business Review	242,723
10	Connoisseur	234,319
11	Pan Am Clipper	230,622
12	Chicago	222,911
13	W	209,224
14	Los Angeles Magazine	164,961
15	Philadelphia Magazine	144,958
16	Motor Boating & Sailing	141,742
17	Boston Magazine	119,280
18	Financial World	115,539
19	The Economist U.S. Ed.	101,792
20	M The Civilized Man	100,466
21	Quarter Horse Journal	83,783
22	D	81,132
23	San Diego Magazine	57,047
	Total	**4,476,936**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Venture	12.6
2	Financial World	11.4
3	AmericanWay	9.6
4	Boston Magazine	5.9
5	Vanity Fair	5.3
6	The Economist U.S. Ed.	4.8
7	San Diego Magazine	4.1
8	Harvard Business Review	4.0
9	D	3.8
10	TWA Ambassador	3.1
11	Dun's Business Month	3.0
12	Chicago	2.6
13	Los Angeles Magazine	1.6
14	Philadelphia Magazine	1.4
15	Texas Monthly	1.0
16	Pan Am Clipper	0.2
17	Connoisseur	ne
18	Delta Sky	0.0
19	M The Civilized Man	ne
20	Quarter Horse Journal	ne
21	Motor Boating & Sailing	−0.2
22	W	−0.6
23	Frequent Flyer	−11.4

Net Chg. Avg. Circ.

1984 vs. 1983

1	Venture	32,222
2	AmericanWay	22,396
3	Vanity Fair	13,789
4	Financial World	11,800
5	Harvard Business Review	9,322
6	Dun's Business Month	8,497
7	TWA Ambassador	7,575
8	Boston Magazine	6,610
9	Chicago	5,706
10	The Economist U.S. Ed.	4,705
11	D	2,963
12	Texas Monthly	2,929
13	Los Angeles Magazine	2,601
14	San Diego Magazine	2,263
15	Philadelphia Magazine	1,970
16	Pan Am Clipper	373
17	Connoisseur	ne
18	Delta Sky	0
19	M The Civilized Man	ne
20	Quarter Horse Journal	ne
21	Motor Boating & Sailing	−352
22	W	−1,210
23	Frequent Flyer	−36,716
	Total	**97,443**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Quarter Horse Journal	622
2	Los Angeles Magazine	360
3	San Diego Magazine	292
4	Chicago	283
5	Boston Magazine	265
6	Texas Monthly	245
7	Philadelphia Magazine	235
8	D	228
9	Motor Boating & Sailing	226
10	Harvard Business Review	200
11	AmericanWay	198
12	Vanity Fair	185
13	Venture	159
14	M The Civilized Man	156
15	Connoisseur	145
16	Delta Sky	141
17	Dun's Business Month	131
18	Frequent Flyer	119
19	TWA Ambassador	116
20	Pan Am Clipper	104
21	W	84
22	Financial World	81
23	The Economist U.S. Ed.	ne

▶

ne = not estimated

MAGAZINE PROFILES

AmericanWay

American Airlines, Inc.
MD 3A61, P.O. Box 619616
DFW Airport, TX 75261-9616
MD 3A61, 4200 American Blvd.
Ft. Worth, TX 76155
(817) 355-1583
Year founded: 1966
Published: Biweekly (as of 1/85)

Publisher: Walter A. Damtoft
Advertising Director: Hank Thunhorst

Editorial Description: AmericanWay is edited for the air traveler. The subject matter varies, and includes: business, sports, travels, humor, art, outdoor activities, music, foods and profiles of unusual people and institutions.

Member: BPA, MPA
Primary SRDS Classification No. 1

Boston Magazine

Metrocorp
Horticulture Hall Building
300 Massachusetts Ave.
Boston, MA 02116
(617) 357-4000
Year founded: 1971
Published: Monthly

Publisher: James P. Kuhn, Jr.
Advertising Director: William M. Barber III
Other key contacts: Catherine J. Cahners, Advertising Sales Manager; Walter Walsh, General Manager

Editorial Description: Boston Magazine is edited for people in the greater metropolitan area who care about their city. Every month, it offers topical coverage of the pressing controversial issues confronting the area—its politics, its life styles, its business trends, its youth scene and its shifting sociological currents. Also included are critical reviews of the cultural, sports and entertainment scenes. Articles investigate theater and transportation, fashion and finance, dining and travel.

Member: ABC
Primary SRDS Classification No. 30A

Figures are FOLIO estimates for the calendar year 1984.

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READERS WHO CAN AFFORD TO BUY.
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AFFLUENCE B

Continued

Total Revenue

ad rev. + circ. rev.		$000
1	W	24,231
2	Texas Monthly	19,646
3	The Economist U.S. Ed.	17,966
4	Los Angeles Magazine	16,508
5	Frequent Flyer	16,251
6	Venture	14,243
7	Chicago	13,831
8	Dun's Business Month	10,997
9	AmericanWay	10,540
10	Harvard Business Review	10,323
11	Motor Boating & Sailing	9,340
12	Philadelphia Magazine	8,837
13	Vanity Fair	8,835
14	Connoisseur	8,504
15	Boston Magazine	8,402
16	Delta Sky	7,864
17	M The Civilized Man	7,342
18	D	7,082
19	Financial World	6,363
20	TWA Ambassador	5,890
21	San Diego Magazine	5,841
22	Quarter Horse Journal	4,984
23	Pan Am Clipper	4,878
	Total	**248,698**

% Chg. Total Revenue

1984 vs. 1983		%
1	Pan Am Clipper	49.9
2	Venture	45.4
3	The Economist U.S. Ed.	28.2
4	W	22.3
5	Boston Magazine	22.2
6	D	18.2
7	San Diego Magazine	17.7
8	AmericanWay	14.2
9	Motor Boating & Sailing	13.3
10	Texas Monthly	12.8
11	Financial World	12.6
12	Chicago	11.9
13	Los Angeles Magazine	11.6
14	TWA Ambassador	11.4
15	Dun's Business Month	10.8
16	Delta Sky	10.3
17	Philadelphia Magazine	8.4
18	Harvard Business Review	6.8
19	Frequent Flyer	3.6
20	Connoisseur	ne
21	M The Civilized Man	ne
22	Quarter Horse Journal	ne
23	Vanity Fair	– 28.9

Subscription Revenue

		$000
1	Frequent Flyer	10,697
2	Harvard Business Review	7,352
3	The Economist U.S. Ed.	6,111
4	W	4,759
5	Texas Monthly	3,281
6	Connoisseur	3,232
7	Vanity Fair	3,231
8	Financial World	2,932
9	Venture	2,763
10	Chicago	2,631
11	Los Angeles Magazine	1,558
12	Philadelphia Magazine	1,309
13	Motor Boating & Sailing	1,302
14	Quarter Horse Journal	1,120
15	M The Civilized Man	1,080
16	Boston Magazine	943
17	D	719
18	San Diego Magazine	581
19	Dun's Business Month	216
20	AmericanWay	0
21	Delta Sky	0
22	Pan Am Clipper	0
23	TWA Ambassador	0
	Total	**55,817**

% Chg. Sub. Revenue

1984 vs. 1983		%
1	Chicago	28.6
2	Venture	25.2
3	Motor Boating & Sailing	22.5
4	Financial World	12.9
5	The Economist U.S. Ed.	9.9
6	Harvard Business Review	6.7
7	Los Angeles Magazine	6.3
8	D	5.2
9	San Diego Magazine	3.3
10	Boston Magazine	1.8
11	AmericanWay	n/a
12	Connoisseur	ne
13	Delta Sky	n/a
14	M The Civilized Man	ne
15	Pan Am Clipper	n/a
16	Philadelphia Magazine	0.0
17	Quarter Horse Journal	ne
18	TWA Ambassador	n/a
19	W	– 0.8
20	Texas Monthly	– 2.2
21	Dun's Business Month	– 8.9
22	Frequent Flyer	– 10.2
23	Vanity Fair	– 29.4

Avg. Subscrip. Circ.

1	Frequent Flyer	285,250
2	Venture	264,215
3	Texas Monthly	239,723
4	Harvard Business Review	238,469
5	Vanity Fair	221,301
6	Connoisseur	216,173
7	Chicago	198,857
8	W	186,357
9	Philadelphia Magazine	115,896
10	Financial World	108,659
11	Motor Boating & Sailing	108,560
12	Los Angeles Magazine	102,994
13	Boston Magazine	96,117
14	The Economist U.S. Ed.	94,174
15	Quarter Horse Journal	80,027
16	D	63,485
17	M The Civilized Man	62,664
18	San Diego Magazine	45,354
19	Dun's Business Month	7,710
20	AmericanWay	0
21	Delta Sky	0
22	Pan Am Clipper	0
23	TWA Ambassador	0
	Total	**2,735,985**

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	Venture	14.7
2	Financial World	12.0
3	Los Angeles Magazine	7.1
4	Chicago	6.4
5	D	5.8
6	San Diego Magazine	5.4
7	The Economist U.S. Ed.	5.3
8	Harvard Business Review	3.9
9	Boston Magazine	2.5
10	Vanity Fair	2.4
11	Philadelphia Magazine	0.6
12	Motor Boating & Sailing	0.3
13	Texas Monthly	0.2
14	AmericanWay	n/a
15	Connoisseur	ne
16	Delta Sky	n/a
17	M The Civilized Man	ne
18	Pan Am Clipper	n/a
19	Quarter Horse Journal	ne
20	TWA Ambassador	n/a
21	W	– 1.9
22	Frequent Flyer	– 11.4
23	Dun's Business Month	– 12.3

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	Venture	33,815
2	Chicago	11,934
3	Financial World	11,624
4	Harvard Business Review	8,853
5	Los Angeles Magazine	6,846
6	Vanity Fair	5,208
7	The Economist U.S. Ed.	4,775
8	D	3,463
9	Boston Magazine	2,379
10	San Diego Magazine	2,314
11	Philadelphia Magazine	703
12	Texas Monthly	472
13	Motor Boating & Sailing	294
14	AmericanWay	n/a
15	Connoisseur	ne
16	Delta Sky	n/a
17	M The Civilized Man	ne
18	Pan Am Clipper	n/a
19	Quarter Horse Journal	ne
20	TWA Ambassador	n/a
21	Dun's Business Month	– 1,086
22	W	– 3,517
23	Frequent Flyer	– 36,716
	Total	**51,361**

Newsstand Revenue

		$000
1	Los Angeles Magazine	1,673
2	Vanity Fair	1,567
3	M The Civilized Man	1,361
4	W	1,189
5	Texas Monthly	1,180
6	The Economist U.S. Ed.	971
7	Motor Boating & Sailing	864
8	Venture	698
9	Philadelphia Magazine	680
10	Connoisseur	653
11	Chicago	649
12	Boston Magazine	509
13	D	413
14	Financial World	358
15	San Diego Magazine	281
16	Harvard Business Review	143
17	Quarter Horse Journal	113
18	AmericanWay	0
19	Delta Sky	0
20	Dun's Business Month	0
21	Frequent Flyer	0
22	Pan Am Clipper	0
23	TWA Ambassador	0
	Total	**13,302** ▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Chicago

WFMT, Inc.
Three Illinois Center
Chicago, IL 60601
(312) 565-5000
Year founded: 1952
Published: Monthly

Publisher: Allen Kelson
Advertising Director: Joseph A. Sheridan
Other key contacts: Arlene Furey, Marketing Director

Editorial Description: Chicago is edited for active, concerned Chicago area residents interested in the community's quality of life. In-depth articles deal with community issues, politics, arts, events, and personalities. Interviews with interesting and important Chicagoans often appear. Regular features include critical columns on restaurants, film, theatre, spots, the fine and lively arts, books, sports, and travel. Art and photography are richly employed. Award-winning fiction is regularly published. Each issue contains capsule critiques of 200 recommended restaurants and of current films and plays; information about a thousand things to do and see around Chicago, and the programs of Chicago's fine arts radio station (WFMT) and public television station (WTTW). Special features appear periodically on home entertaining, audio and video, home furnishings, and fashion. Special issues are devoted to such subjects as "The Best of Chicago" and "Chicago's Hidden Treasures."

Member: ABC

Primary SRDS Classification No. 30A

Connoisseur

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-6518
Year founded: 1901
Published: Monthly

Publisher: David A. McCann
Advertising Director: Charlotte A. Perkins ▶

Figures are FOLIO estimates for the calendar year 1984.

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THE CIVILIZED MAN

the magazine for man
at his most daring

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Source: U.S. Travel Data Center, 1984; Department of Transportation, 1984

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AFFLUENCE B

Continued

Avg. Newsstand Circ.

1	Los Angeles Magazine	61,967
2	Vanity Fair	52,241
3	Texas Monthly	49,183
4	M The Civilized Man	37,802
5	Motor Boating & Sailing	33,182
6	Philadelphia Magazine	29,062
7	Chicago	24,054
8	Venture	23,754
9	Boston Magazine	23,164
10	W	22,867
11	Connoisseur	18,146
12	D	17,647
13	San Diego Magazine	11,693
14	The Economist U.S. Ed.	7,618
15	Financial World	6,880
16	Harvard Business Review	4,254
17	Quarter Horse Journal	3,756
18	AmericanWay	0
19	Delta Sky	0
20	Dun's Business Month	0
21	Frequent Flyer	0
22	Pan Am Clipper	0
23	TWA Ambassador	0
	Total	**427,270**

% Chg. Avg. News. Circ.

1984 vs. 1983		%
1	Boston Magazine	22.4
2	Vanity Fair	19.7
3	Harvard Business Review	12.4
4	W	11.2
5	Texas Monthly	5.3
6	Philadelphia Magazine	4.6
7	Financial World	2.6
8	AmericanWay	n/a
9	Connoisseur	ne
10	Delta Sky	n/a
11	Dun's Business Month	n/a
12	Frequent Flyer	n/a
13	M The Civilized Man	ne
14	Pan Am Clipper	n/a
15	Quarter Horse Journal	ne
16	TWA Ambassador	n/a
17	San Diego Magazine	−0.4
18	The Economist U.S. Ed.	−0.9
19	Motor Boating & Sailing	−1.9
20	D	−2.8
21	Venture	−6.3
22	Los Angeles Magazine	−6.4
23	Chicago	−20.6

Net Chg. Avg. News. Circ.

1984 vs. 1983		
1	Vanity Fair	8,581
2	Boston Magazine	4,232
3	Texas Monthly	2,457
4	W	2,308
5	Philadelphia Magazine	1,267
6	Harvard Business Review	469
7	Financial World	175
8	AmericanWay	n/a
9	Connoisseur	ne
10	Delta Sky	n/a
11	Dun's Business Month	n/a
12	Frequent Flyer	n/a
13	M The Civilized Man	ne
14	Pan Am Clipper	n/a
15	Quarter Horse Journal	ne
16	TWA Ambassador	n/a
17	San Diego Magazine	−52
18	The Economist U.S. Ed.	−70
19	D	−502
20	Motor Boating & Sailing	−646
21	Venture	−1,593
22	Los Angeles Magazine	−4,245
23	Chicago	−6,228
	Total	**6,153**

% Chg. News. Revenue

1984 vs. 1983		%
1	Boston Magazine	27.8
2	Harvard Business Review	25.0
3	Financial World	16.1
4	Venture	14.9
5	W	11.2
6	Texas Monthly	5.3
7	Philadelphia Magazine	4.6
8	AmericanWay	n/a
9	Connoisseur	ne
10	Delta Sky	n/a
11	Dun's Business Month	n/a
12	Frequent Flyer	n/a
13	M The Civilized Man	ne
14	Pan Am Clipper	n/a
15	Quarter Horse Journal	ne
16	TWA Ambassador	n/a
17	Vanity Fair	−0.3
18	San Diego Magazine	−0.4
19	The Economist U.S. Ed.	−0.9
20	Motor Boating & Sailing	−1.9
21	D	−2.8
22	Los Angeles Magazine	−6.4
23	Chicago	−10.7

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Connoisseur (cont.)

Editorial Description: Connoisseur magazine is a discerning guide to style and standard of living. Every month Connoisseur defines, discusses, and judges quality in the fine arts, architecture, theatre, food, wines, fashion, travel, interiors, and the creative aspirations of people.

Member: ABC
Primary SRDS Classification No. 22

D

Dallas/Ft. Worth

Southwest Media Corporation
3988 North Central Expressway, Suite 1200
Dallas, TX 75204
(214) 827-5000
Year founded: 1974
Published: Monthly
Publisher: Terry Murphy
Advertising Director: Joy Burleson
Other key contacts: Mary E. Graham, Advertising Coordinator

Editorial Description: D Magazine is a contemporary metropolitan magazine edited for residents of Dallas and Fort Worth. In addition to investigative reporting and in-depth interviews, D Magazine contains articles on finance, politics, fashion, sports, interior design and Dallas-Fort Worth lifestyles. Regular features include an entertainment guide, and dining reviews.

Member: ABC, CRMA, MPA
Primary SRDS Classification No. 30A

Delta Sky

Halsey Publishing Company
700 Delaware Ave.
Buffalo, NY 14209
(716) 881-6500
Year founded: 1972
Published: Monthly
Publisher: Seymour Gerber
Advertising Director: Alan Winter
Other key contacts: Gordon Russell, Senior Vice President

Editorial Description: Delta Sky is a national magazine edited for the passengers on Delta flights. Articles include human interest, travel, sports, personality interviews, arts, book review, special features and hi-tech/computer column each month.

Primary SRDS Classification No. 1

Dun's Business Month

Dun & Bradstreet Publications Corporation
875 Third Avenue
New York, NY 10022
(212) 605-9458
Year founded: 1893
Published: Monthly

Publisher: Robert A. Potts
Advertising Director: Robert A. Potts

Editorial Description: Dun's Business Month is edited for corporate management. Its editorial purpose is to provide a comprehensive monthly recap and analysis of current events in finance, government, and business that will have long-term impact on its readers' business and personal affairs. Utilizing a completely departmentalized format, the magazine covers these subjects in every issue: The Economy, Management, Washington, International, Money & Markets, Technology, Personal Finance and Information Management. Other departments appear as events dictate. These include: Legal Environment, Labor, Transportation, Regional Affairs, etc.

Member: ABC
Primary SRDS Classification No. 8

The Economist

(U.S. Edition)

The Economist Newspaper Ltd.
10 Rockefeller Plaza, 12th Floor
New York, NY 10020
(212) 541-5730
Year founded: 1843
Published: Weekly; 51 issues per year

Advertising Director: Sandra Ourusoff, Senior Vice President
Other key contacts: Kate Dobson, U.S. Edition Sales Manager; Bill Kanzer, Mid-West Manager, Chicago Office

Editorial Description: The Economist is international in editorial scope. Each week it reports, comments upon and analyzes developments in world politics, business, economics and finance, with regular edit departments including: American Survey, Europe and the European Common Market, International Report, Britain, Business Briefs, International Business, Finance and Books. In addition, monthly special surveys focus on specific countries, markets or industries.

Member: ABC

Primary SRDS Classification No. 8

Financial World

The Magazine for Investors

Financial World Partners
1450 Broadway
New York, NY 10018
(212) 869-1616
Year founded: 1902
Published: 26x per year

Publisher: Douglas McIntyre
Advertising Director: Thomas Braun
Other key contacts: Mark Meagher, Chairman; Kermit Lansner, Editor in Chief

Editorial Description: Financial World's editorial is about investment opportunities presented by today's multifaceted financial markets. It is a magazine for investors, both individual and professional. Each issue of Financial World contains articles on companies, industries, and other specific investment situations, plus features on investment trends and profiles of financial professionals. There are also regular columns and a va-▶

Figures are Folio estimates for the calendar year 1984.

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riety of departments carrying investment news and statistics. Every other issue contains Financial World's Appraisal section rating 3,000 securities.

Member: ABC

Primary SRDS Classification No. 8

Frequent Flyer

Travel Magazines Division, Official Airline Guides, Inc.
888 Seventh Avenue
New York, NY 10106
(212) 977-8300
Year founded: 1980
Published: Monthly

Publisher: Martin B. Deutsch
Associate Publisher: Arnie Green, Director of Marketing
Other key contacts: Ralph Erardy, Advertising Manager

Editorial Description: Frequent Flyer is edited for high-income executives and professionals who travel regularly on business. Articles are oriented to service, and focus on airline, hotel and car rental services for business travelers, on developments in cities with high business-travel traffic, and on ideas for coping with frequent travel. Also covered are topics on upper-income lifestyles, personal investments, tax planning and health and fitness.

Primary SRDS Classification No. 8

Harvard Business Review

Harvard Graduate School of Business Administration
Soldiers Field
Boston, MA 02163
(617) 495-6182
Year founded: 1922
Published: Bimonthly

Publisher: Thomas King, Vice President
Advertising Director: Harold F. Ellsworth
Other key contacts: William A. Janowsky, General Manager; Jane H. Fuller, Advertising Production Manager

Editorial Description: Harvard Business Review publishes articles on a broad range of management topics. Articles can be broadly classified as either expositions of current business practice or designed to stretch the business executive's thinking.

Member: ABC

Primary SRDS Classification No. 8

Los Angeles Magazine

Los Angeles Magazine, Inc.
1888 Century Park East #920
Los Angeles, CA 90067
(213) 557-7592
Year founded: 1961
Published: Monthly

Publisher: Bert Pucci
Advertising Director: Nicki Campbell

Editorial Description: Los Angeles Magazine is a guide to getting the most out of life in the Southern California area. It reports and comments on local problems and pleasures; trends and provocative new ideas; emerging personalities and life styles, and on the people and events shaping or affecting the reader's environment. It previews or critiques restaurants, theater, entertainment, weekend trips and vacations; TV and films; sports, art, books, leisure activities and worthwhile events.

Member: ABC

Primary SRDS Classification No. 30A

M

The Civilized Man

Fairchild Publications
Capital Cities Media, Inc.
7 East 12th Street
New York, NY 10003
(212) 741-4000
Year founded: 1983
Published: Monthly

Publisher: Eugene F. Fahy
Advertising Director: Jocelyn McCormick, Assistant Publisher
Other key contacts: John B. Fairchild, Chairman; Michael Coady, Senior Vice President; Thomas Moran, Executive Editor & Associate Publisher

Editorial Description: M is a magazine for the successful, sophisticated man who seeks quality, and exudes "style," in every aspect of his life. The civilized man is active, affluent and ever-acquiring; serious both about his work and how he spends his leisure time. M is international both in scope and perspective. From the finest chateaus in France to the finest stores in America . . . to the pursuit of life in Australia's outback . . . M profiles the art of living well, in its own inimitable style, each month.

Member: ABC

Primary SRDS Classification No. 30

Motor Boating & Sailing

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-5700
Year founded: 1907
Published: Monthly

Publisher: Robert J. O'Connor
Advertising Director: David B. Fales

Editorial Description: Motor Boating & Sailing is edited for owners of larger powerboats and sailboats. The magazine's editorial content is aimed at helping readers get more enjoyment out of boats and boating by providing information about the sport as well as entertainment, practical and lifestyle instruction. News of people, places, products, events, and technological developments and trends are reported regularly. Articles deal with cruising aboard both power and sailboats. Sailing, sportfishing, water sports, safety, maintenance, and marine technology. Regular departments deal with sportfishing, seamanship, electronics, engines, boat maintenance, cooking and entertaining aboard.

Member: ABC

Primary SRDS Classification No. 6

Pan Am Clipper

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1961
Published: Monthly

Publisher: Fred R. Smith
Advertising Director: Frank J. Colonn

Editorial Description: Pan Am Clipper selects products, places, arts, personalities which measure up to an international definition of World Class. Provocative articles on art, latest technological developments, business trends, fashion, sports, foods and travel provide the reader with inside information. "Clipper Panorama" features special events as well as the latest gadgets, scientific discoveries, theater, culinary happenings and untold art treasures.

Member: BPA
Primary SRDS Classification No. 1

Philadelphia Magazine

Metrocorp
1500 Walnut Street
Philadelphia, PA 19102
(215) 545-3500
Year founded: 1908
Published: Monthly

Publisher: Orlin Davis
Advertising Director: Ralph Gianatasio

Editorial Description: Philadelphia Magazine is edited for the area's community leaders and their families. It provides topical, in-depth reports on crucial and controversial issues confronting the region, plus critical reviews of the cultural, sports and entertainment scene. Articles from law enforcement to fashion, voting trends to travel, transportation to theatre, also background studies of the area's newsmakers.

Member: ABC, CRMA
Primary SRDS Classification No. 30A

The Quarter Horse Journal

American Quarter Horse Association
2701 I-40 East
P.O. Box 32470
Amarillo, TX 79120
(806) 376-4811
Year founded: 1948
Published: Monthly

Advertising Director: Doug Hayes
Other key contacts: Carolyn Watson, Assistant Director of Advertising; Laurey Wright, Advertising Assistant

Editorial Description: The Quarter Horse Journal's editorial content is essentially non-fictional, containing factual articles of interest to those who own, train, breed, exhibit and race AQHA registered Quarter Horses. Lead articles may be concerned with individuals, either human or equine, associated with the breed; articles on training practices; veterinary advances; equine research reports; or breeding farm procedures. Various departments are devoted to youth activities, race results, show results, sale reports, dates of future shows, races and sales. "On The Agenda" informs readers of official actions and rulings of the American Quarter Horse Association.

Member: ABC
Primary SRDS Classification No. 25

San Diego Magazine

San Diego Magazine Publishing Company, Inc.
4206 W. Point Loma Blvd.
P.O. Box 85409
San Diego, CA 92138
(619) 225-8953

(Continued on page 196)▶

Figures are FOLIO estimates for the calendar year 1984

Automotive

Market Highlights

CIRCULATION:

SUBS ACCELERATE, NEWSSTAND STALLS

Easyriders, revving 36% ahead of last year, tops sub gains. *AutoWeek* takes the checkered flag at newsstands, scoring a whopping 58.5% increase. But *Four Wheel & Off-Road* beats the competition in overall circulation gains with a 13.8% lift.

AD PAGES:

AUTOWEEK RUNS MOST PAGES

With 512 pages, *Popular Hot Rodding* leads the field in page gains, up 20.3% vs. 1983. But in total ad pages, the top finishers are *AutoWeek* with 1,588 pages, followed by *Road & Track* and *Car and Driver* with 1,250 and 1,084 pages respectively.

REVENUE:

INDUSTRY'S HEALTH INJECTS DOUBLE-DIGIT INCREASES

Wheel to wheel with Detroit, this category ends the year with a very healthy revenue picture. All but one book fattens total revenue coffers. Six books record double-digit increases, led by *4 Wheel & Off-Road* at 29%. Nine of the 13 titles report double-digit increases in ad revenue with *Popular Hot Rodding* (number two gainer) and *Easyriders* (number three) moving way up the list compared with last year's growth. All titles up sub dollars with *4 Wheel* (up 26.2%) and *Popular Hot Rodding* (23.1%) a close number one and number two. Although newsstand circ losses hurt single-copy dollars for half the titles, *AutoWeek* clocks a dramatic 58.5% boost in newsstand revenues, followed by *Car and Driver* at 32.5%.

AUTOMOTIVE

Ad Pages

1	AutoWeek	1,588
2	Road & Track	1,250
3	Car and Driver	1,084
4	Four Wheeler Magazine	980
5	4 Wheel & Off-Road	889
6	Car Craft	868
7	Motor Trend	801
8	Hot Rod	735
9	Cycle World	609
10	Cycle	525
11	Popular Hot Rodding	521
12	Motorcyclist	418
13	Easyriders	250
	Total	**10,518**

% Chg. Ad Pages

	1984 vs. 1983	%
1	Popular Hot Rodding	20.3
2	Easyriders	17.4
3	4 Wheel & Off-Road	10.2
4	Hot Rod	7.7
5	AutoWeek	5.8
6	Road & Track	3.7
7	Car and Driver	1.8
8	Motor Trend	1.8
9	Car Craft	1.0
10	Motorcyclist	0.5
11	Cycle World	0.3
12	Four Wheeler Magazine	ne
13	Cycle	– 23.2

Net Chg. Ad Pages

	1984 vs. 1983	
1	Popular Hot Rodding	88
2	AutoWeek	87
3	4 Wheel & Off-Road	83
4	Hot Rod	52
5	Road & Track	44
6	Easyriders	37
7	Car and Driver	19
8	Motor Trend	14
9	Car Craft	9
10	Cycle World	2
11	Motorcyclist	2
12	Four Wheeler Magazine	ne
13	Cycle	– 159
	Total	**278**

Avg. Ad Pages/Copy

1	Road & Track	104
2	Car and Driver	90
3	Four Wheeler Magazine	82
4	4 Wheel & Off-Road	74
5	Car Craft	72
6	Motor Trend	67
7	Hot Rod	61
8	Cycle World	51
9	Cycle	44
10	Popular Hot Rodding	43
11	Motorcyclist	35
12	AutoWeek	31
13	Easyriders	21

Ad Revenue

		$000
1	Car and Driver	27,491
2	Road & Track	24,745
3	Motor Trend	18,514
4	Hot Rod	11,924
5	Cycle	7,559
6	Cycle World	6,638
7	Car Craft	6,549
8	AutoWeek	6,184
9	4 Wheel & Off-Road	4,242
10	Motorcyclist	2,712
11	Four Wheeler Magazine	2,492
12	Popular Hot Rodding	2,276
13	Easyriders	650
	Total	**121,976**

% Chg. Ad Revenue

	1984 vs. 1983	%
1	4 Wheel & Off-Road	36.9
2	Popular Hot Rodding	30.7
3	Easyriders	26.0
4	AutoWeek	24.8
5	Cycle World	22.6
6	Car and Driver	18.8
7	Road & Track	18.6
8	Motor Trend	14.8
9	Hot Rod	13.2
10	Car Craft	4.8
11	Four Wheeler Magazine	ne
12	Motorcyclist	– 1.7
13	Cycle	– 21.5

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	Car and Driver	4,355
2	Road & Track	3,876
3	Motor Trend	2,382
4	Hot Rod	1,392
5	AutoWeek	1,229
6	Cycle World	1,223
7	4 Wheel & Off-Road	1,143
8	Popular Hot Rodding	534
9	Car Craft	303
10	Easyriders	134
11	Four Wheeler Magazine	ne
12	Motorcyclist	– 47
13	Cycle	– 2,069
	Total	**14,455**

Avg. Edit. Pgs./Copy

1	Four Wheeler Magazine	99
2	Road & Track	90
3	Easyriders	85
4	Motor Trend	73
5	Car and Driver	65
6	4 Wheel & Off-Road	63
7	Hot Rod	63
8	Popular Hot Rodding	63
9	Motorcyclist	59
10	Cycle	55
11	Cycle World	55
12	Car Craft	54
13	AutoWeek	23

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

AutoWeek

Crain Communications Inc.
1400 Woodbridge Avenue
Detroit, MI 48207
(313) 446-6000
Year founded: 1957
Published: Weekly

Publisher: Keith E. Crain
Associate Publisher: Richard A. Hinson, Editorial Director
Advertising Director: Timothy D. Hartge
Other key contacts: M. Reid MacGuidwin, Director of Marketing; Ronald P. Carron, Sales Promotion Manager

Editorial Description: AutoWeek is edited for the enthusiast involved with motoring. Editorial covers current news as well as driving impressions, features, vignettes and major motorsport events. There are columnists who touch on serious and humorous issues and a Forum that has been a soapbox for industry leaders, sanctioning body principals, government spokesmen, and enthusiasts with something they want to say.

Member: ABC

Primary SRDS Classification No. 3

Car and Driver

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-3948
Year founded: 1956
Published: Monthly

Publisher: Donald H. Hufford, Vice President
Other key contacts: Melvin S. Berger, Marketing Director

Editorial Description: Car and Driver is edited for automobile enthusiasts, owners and potential owners of a wide range of cars, trucks and automotive accessories. Each issue contains approximately three to four road tests evaluating new cars, plus a selection of features that range from light humor to serious analyses of the automobile's place in modern society. Regular departments include a "For Your Information" news section, personality column, section devoted to motor racing, book reviews and regular columns by individual authors. Approximately one third of the editorial content is devoted to product evaluation, one third to departments and columns and one third to general features.
Member: ABC

Primary SRDS Classification No. 3

Car Craft

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1953
Published: Monthly

Publisher: James G. Adolph
Group Publisher: John Dianna
Advertising Director: Peter F. Clancey, Senior Vice President
Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: Tony Coelho, Eastern Advertising Director

Editorial Description: Car Craft is edited for the drag racing and high-performance automobile enthusiast. Regular features include performance tests of domestic cars, drag racing coverage, personality profiles, "how-to's" on auto maintenance and performance modifications, car features and examinations of new speed and safety equipment.

Member: ABC

Primary SRDS Classification No. 3

Cycle

CBS Magazines
3460 Wilshire Blvd.
Los Angeles, CA 90010
(213) 387-2100
Year founded: 1952
Published: Monthly

Publisher: James Frahm, Vice President
Advertising Director: Jack Kohr, Associate Publisher

Editorial Description: Cycle is edited to inform on the performance and the technical aspects of new motorcycles of various types and of other new products and accessories of interest to motorcyclists, on industry practices that affect the general consumer, on competition (both on- and off-road), and includes features of general interest to American motorcyclists.

Member: ABC
Primary SRDS Classification No. 31A

▶

AUTOMOTIVE

Continued

Average Circulation

1	Hot Rod	860,246
2	Car and Driver	854,324
3	Motor Trend	767,774
4	Road & Track	740,115
5	Car Craft	427,256
6	Cycle	427,261
7	Easyriders	379,256
8	Cycle World	356,858
9	4 Wheel & Off-Road	300,529
10	Popular Hot Rodding	265,248
11	Motorcyclist	223,327
12	Four Wheeler Magazine	187,826
13	AutoWeek	143,160
	Total	**5,933,180**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	4 Wheel & Off-Road	13.8
2	AutoWeek	10.9
3	Hot Rod	7.5
4	Car and Driver	6.8
5	Car Craft	6.8
6	Popular Hot Rodding	4.5
7	Road & Track	1.7
8	Motorcyclist	1.2
9	Four Wheeler Magazine	ne
10	Motor Trend	– 0.3
11	Cycle	– 2.6
12	Cycle World	– 5.0
13	Easyriders	– 8.5

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Hot Rod	59,966
2	Car and Driver	54,069
3	4 Wheel & Off-Road	36,547
4	Car Craft	27,112
5	AutoWeek	14,123
6	Road & Track	12,182
7	Popular Hot Rodding	11,429
8	Motorcyclist	2,548
9	Four Wheeler Magazine	ne
10	Motor Trend	– 2,278
11	Cycle	– 11,417
12	Cycle World	– 18,731
13	Easyriders	– 35,363
	Total	**150,187**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Road & Track	194
2	Four Wheeler Magazine	181
3	Car and Driver	156
4	Motor Trend	140
5	4 Wheel & Off-Road	137
6	Car Craft	127
7	Hot Rod	125
8	Easyriders	106
9	Popular Hot Rodding	106
10	Cycle World	105
11	Cycle	99
12	Motorcyclist	94
13	AutoWeek	53

Total Revenue

	ad rev. + circ. rev.	$000
1	Car and Driver	40,129
2	Road & Track	36,411
3	Motor Trend	27,711
4	Hot Rod	23,025
5	Car Craft	12,805
6	Cycle	12,383
7	Cycle World	10,811
8	Easyriders	9,960
9	AutoWeek	9,378
10	4 Wheel & Off-Road	9,029
11	Popular Hot Rodding	6,913
12	Four Wheeler Magazine	6,370
13	Motorcyclist	5,190
	Total	**210,115**

% Chg. Total Revenue

	1984 vs. 1983	%
1	4 Wheel & Off-Road	29.0
2	AutoWeek	21.4
3	Car and Driver	20.9
4	Road & Track	12.7
5	Cycle World	11.3
6	Motor Trend	10.1
7	Popular Hot Rodding	9.2
8	Hot Rod	9.0
9	Car Craft	5.3
10	Motorcyclist	2.9
11	Easyriders	0.0
12	Four Wheeler Magazine	ne
13	Cycle	– 15.9

Subscription Revenue

		$000
1	Car and Driver	6,112
2	Road & Track	6,103
3	Hot Rod	4,700
4	Motor Trend	4,506
5	AutoWeek	2,968
6	Cycle	2,857
7	Cycle World	2,379
8	Car Craft	2,052
9	4 Wheel & Off-Road	1,399
10	Motorcyclist	1,109
11	Easyriders	954
12	Popular Hot Rodding	775
13	Four Wheeler Magazine	693
	Total	**36,607**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	4 Wheel & Off-Road	26.2
2	Popular Hot Rodding	23.1
3	Car Craft	19.0
4	Car and Driver	18.9
5	Easyriders	16.3
6	Hot Rod	13.5
7	AutoWeek	12.9
8	Cycle	6.6
9	Motor Trend	5.9
10	Motorcyclist	5.0
11	Road & Track	3.3
12	Cycle World	1.0
13	Four Wheeler Magazine	ne

▶

n/a = not applicable
ne = not estimated

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AUTOMOTIVE

Continued

Avg. Subscrip. Circ.

1	Car and Driver	612,645
2	Hot Rod	555,454
3	Motor Trend	551,792
4	Road & Track	475,248
5	Cycle	317,967
6	Cycle World	257,155
7	Car Craft	227,070
8	4 Wheel & Off-Road	153,495
9	Motorcyclist	147,277
10	AutoWeek	139,688
11	Popular Hot Rodding	83,450
12	Four Wheeler Magazine	76,334
13	Easyriders	75,193
	Total	**3,672,768**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Easyriders	36.0
2	Popular Hot Rodding	23.8
3	Car Craft	19.0
4	4 Wheel & Off-Road	17.0
5	Hot Rod	12.7
6	AutoWeek	10.1
7	Car and Driver	9.3
8	Cycle	4.4
9	Road & Track	2.4
10	Motor Trend	1.6
11	Four Wheeler Magazine	ne
12	Motorcyclist	– 3.5
13	Cycle World	– 3.9

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Hot Rod	62,669
2	Car and Driver	52,280
3	Car Craft	36,262
4	4 Wheel & Off-Road	22,294
5	Easyriders	19,924
6	Popular Hot Rodding	16,023
7	Cycle	13,287
8	AutoWeek	12,841
9	Road & Track	11,086
10	Motor Trend	8,940
11	Four Wheeler Magazine	ne
12	Motorcyclist	– 5,299
13	Cycle World	– 10,330
	Total	**239,977**

Newsstand Revenue

		$000
1	Easyriders	8,356
2	Car and Driver	6,525
3	Hot Rod	6,401
4	Road & Track	5,562
5	Motor Trend	4,691
6	Car Craft	4,204
7	Popular Hot Rodding	3,861
8	4 Wheel & Off-Road	3,388
9	Four Wheeler Magazine	3,184
10	Cycle	1,967
11	Cycle World	1,795
12	Motorcyclist	1,369
13	AutoWeek	226
	Total	**51,529**

Avg. Newsstand Circ.

1	Hot Rod	304,792
2	Easyriders	304,063
3	Road & Track	264,867
4	Car and Driver	241,679
5	Motor Trend	215,982
6	Car Craft	200,186
7	Popular Hot Rodding	181,799
8	4 Wheel & Off-Road	147,034
9	Four Wheeler Magazine	111,493
10	Cycle	109,294
11	Cycle World	99,703
12	Motorcyclist	76,050
13	AutoWeek	3,472
	Total	**2,260,414**

% Chg. Avg. News. Circ.

	1984 vs. 1983	%
1	AutoWeek	58.5
2	Motorcyclist	11.5
3	4 Wheel & Off-Road	10.7
4	Car and Driver	0.7
5	Road & Track	0.4
6	Four Wheeler Magazine	ne
7	Hot Rod	– 0.9
8	Popular Hot Rodding	– 2.5
9	Car Craft	– 4.4
10	Motor Trend	– 4.9
11	Cycle World	– 7.8
12	Easyriders	– 15.4
13	Cycle	– 18.4

Net Chg. Avg. News. Circ.

	1984 vs. 1983	
1	4 Wheel & Off-Road	14,253
2	Motorcyclist	7,847
3	Car and Driver	1,788
4	AutoWeek	1,282
5	Road & Track	1,096
6	Four Wheeler Magazine	ne
7	Hot Rod	– 2,703
8	Popular Hot Rodding	– 4,594
9	Cycle World	– 8,401
10	Car Craft	– 9,151
11	Motor Trend	– 11,218
12	Cycle	– 24,703
13	Easyriders	– 55,287
	Total	**– 89,791**

% Chg. News. Revenue

	1984 vs. 1983	%
1	AutoWeek	58.5
2	Car and Driver	32.5
3	4 Wheel & Off-Road	21.5
4	Motorcyclist	11.5
5	Road & Track	0.4
6	Car Craft	0.2
7	Four Wheeler Magazine	ne
8	Hot Rod	–0.9
9	Motor Trend	–1.7
10	Popular Hot Rodding	–2.5
11	Easyriders	–3.1
12	Cycle World	–7.8
13	Cycle	– 18.4

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Cycle World

CBS Magazines
1499 Monrovia Avenue
Newport Beach, CA 91663
(714) 720-5300
Year founded: 1962
Published: Monthly

Publisher: James A. Hansen
Other key contacts: Dennis Murphy, Eastern Advertising Manager; Larry Little, Western Advertising Manager; Bill Reis, Western Advertising Manager; Jim Main, Detroit Auto Advertising Manager

Editorial Description: Cycle World magazine is an editorial blend of information and entertainment about motorcycles and the various types of riding. Street, dirt, and dual-purpose machines are included in Cycle World's coverage. Each month Cycle World offers information on tests in the motorcycle field, which include aftermarket parts and accessories. Along with these technical articles is a mix of competition coverage, personality profiles, apparel features, travel articles, nostalgia, and humor.

Member: ABC

Primary SRDS Classification No. 31A

Easyriders

Paisano Publications, Inc.
Box 52
Malibu, CA 90265
(818) 889-8740
Year founded: 1971
Published: Monthly

Publisher: Lou Kimzey
Advertising Director: Bob Kimzey
Other key contacts: Lizette Hotinger, Advertising Assistant

Editorial Description: Easyriders specializes in entertainment for the adult male custom motorcycle enthusiast. Concentrates on "entertainment" and not technical reports, road tests. Easyriders offers fiction, special interest articles, humor, girls, color layouts featuring exceptional bikes, and a variety of material.

Member: ABC

Primary SRDS Classification No. 31A

4 Wheel & Off-Road

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1977
Published: Monthly

Publisher: Michael Anson
Advertising Director: Peter F. Clancey, Senior Vice President
Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: Tony Coelho, Eastern Advertising Director; Chicago: William J. Walker, Midwestern Advertising Director

Editorial Description: 4 Wheel & Off-Road is edited for the outdoor enthusiast who is interested in both two- and four-wheel drive recreational vehicles. On- and off-road evaluations of new vehicles, including trail motorcycles, are regularly featured, as are detailed technical how-to's for the do-it-yourselfer. Each issue also contains travel stories designed to show the enthusiast new places to visit with his vehicle. Major off-road racing events are covered, new products are explained, and driving and buying tips are established features.

Member: ABC

Primary SRDS Classification No. 3

Four Wheeler

Four Wheeler Publishing Company
6728 Eton
P.O. Box 7116
Canoga Park, CA 91303
(818) 992-4777
Year founded: 1962
Published: Monthly

Publisher: David M. Cohen
Advertising Director: Susan Leibow
Other key contacts: Doug Weaver, Advertising Manager

Editorial Description: Four Wheeler caters directly to the technical and entertainment interests of off-road enthusiasts. Readers are treated every month to full-color coverage of performance features, technical how-to's, new-vehicle and new-tire tests, top-sanctioned competition, travel and adventure features, new-product evaluations, and

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Figures are FOLIO estimates for the calendar year 1984.

AUTOMOTIVE

Continued

Magazine Profiles

do-it-yourself articles for beginning as well as veteran off-roaders.

Member: ABC

Primary SRDS Classification No. 3

Hot Rod

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1948
Published: Monthly

Publisher: John Dianna
Group Publisher: John Dianna
Advertising Director: Peter F. Clancey, Senior Vice President
Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: Tony Coelho, Eastern Advertising Director

Editorial Description: Hot Rod Magazine is written for men with interest in automotive machinery. Primary editorial concerns modifications they can perform to improve the performance and appearance of their own vehicles. Editorial includes pictorial features on the Street Rod and Street Machine world, rod tips, technical reports, high performance product reports, engine articles, testing of new domestic and import cars, and "Project Car" series. Covers drag racing, including event coverage and tech exams of winning cars.

Member: ABC

Primary SRDS Classification No. 3

Motorcyclist

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1912
Published: Monthly

Publisher: Richard P. Lague
Advertising Director: Peter F. Clancey, Senior Vice President
Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: Tony Coelho, Eastern Advertising Director

Editorial Description: Motorcyclist is edited by experienced riders and motorcycle journalists for readers with an active interest in pleasure riding, competition and mechanics. Regular features include articles on motorcycle design, custom machines, latest models, new accessories, do-it-yourself mechanical procedure as well as extensive road testing and coverage of racing events.

Member: ABC
Primary SRDS Classification No. 31A

Motor Trend

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1949
Published: Monthly

Publisher: Miles Killoch, Vice President
Advertising Director: Peter F. Clancey, Senior Vice President
Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: Tony Coelho, Eastern Advertising Director; Detroit: R.E. Brown, Senior Vice President

Editorial Description: Motor Trend is a general interest automotive magazine, featuring domestic, import, and exotic car road tests; antique and classic car features; racing reports; reviews of racing cars; news from inside the auto industry; reports on air pollution control and safety; fuel economy tips; do-it-yourself auto repair advice; super-tuning for better performance; consumer / buyer's guides of auto equipment and accessories; off-road and recreational vehicles; new car styling and engineering details; and driving impressions of new cars before they go on sale.

Member: ABC
Primary SRDS Classification No. 3

Popular Hot Rodding

Argus Publishers Corporation
12301 Wilshire Boulevard
P.O. Box 49659
Los Angeles, CA 90025
(213) 820-3601
Published: Monthly

Publisher: George Elliott
Advertising Director: William R. Lloyd
Other key contacts: Greg Long, Advertising Manager

Editorial Description: Popular Hot Rodding is edited for the automotive enthusiast with an emphasis on performance, bolt-on accessories, replacement parts, safety and the sport of drag racing. Articles covering new products, methods to improve styling, test and analysis of cars, "do it yourself" information, and results of race events are featured regularly. It summarizes new industry accomplishments and future plans.

Member: ABC

Primary SRDS Classification No. 3

Road & Track

CBS Magazines
1499 Monrovia Avenue
Newport Beach, CA 92663
(714) 720-5300
Year founded: 1947
Published: Monthly

Publisher: Richard A. Bartkus
Advertising Director: H. Clifford Parris
Other key contacts: Robert Burton, Eastern Advertising Manager; Philip Burrows, Associate Advertising Director; Rick Bisbee, Chicago Advertising Manager; Thomas Strong, Detroit Advertising Manager; Don Reis, Western Advertising Manager
Editorial Description: Road & Track magazine is written for the automotive enthusiast who truly enjoys cars and driving—and takes them both quite seriously. Road & Track focuses on both import and domestic cars of a sporting nature, ranging from compact sedans to the most exotic sports cars. Editorial emphasis is on automobiles offering performance, economy, efficient designs, and quality engineering. Included as regular features are road tests and driving reports, detailed technical discussions, reports of important international automotive events, biographies of automotive personalities, articles on travel, book reviews, automotive history, humor and fiction. News and opinions on the current international and domestic automotive scene are regularly included.
Member: ABC

Primary SRDS Classification No. 3

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• Private-Adoption Guid
• Raising Adopted Kids
• Birth-Parent Searches
Tantrum-Proofing: How to Help

Black
Market Highlights

CIRCULATION:
ALL TITLES BOOST SUBS

Dual-audience, general-interest *Ebony* continues as the "big book," accounting for one half of this four-book category's total circulation of 3,488,781. Starting with a comparatively small base, *Black Enterprise* does an enterprising job at the newsstand, lifting its single-copy sales by 15.1%. All books lift their sub numbers, led by *Ebony* and *Essence*.

AD PAGES:
THREE OUT OF FOUR BOOKS POST GAINS

This market continues strong with overall page gains. Three books post healthy increases. The healthiest: *Black Enterprise*, up 5.3%. In total pages, *Essence* moves into the number two position, just 85 pages behind number one *Ebony*.

REVENUE:
***BLACK ENTERPRISE* NEARLY SWEEPS GROWTH**

Practicing what it teaches, *Black Enterprise* steals the revenue increase race in three out of four measurements: number one in ad revenue increases, 17.2%; and newsstand revenue gains 15.1%; and total revenue, up 12.3%. *Jet* stops a clean sweep by *BE*, chalking up sub revenue increases larger than those of the other three books combined. *Essence* beats out *Ebony* in total revenue gains, but when added together, the ad revenues of the other three books do not equal that of the "big book," *Ebony*.

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EBONY reaches the *$167 billion* Black Consumer Market.*

EBONY is mass media.
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*Bureau of Labor Statistics

BLACK

Ad Pages

1	Ebony	1,100
2	Essence	1,015
3	Jet	973
4	Black Enterprise	764
	Total	3,852

% Chg. Ad Pages

1984 vs. 1983

		%
1	Black Enterprise	5.3
2	Essence	4.9
3	Ebony	4.8
4	Jet	- 3.9

Net Chg. Ad Pages

1984 vs. 1983

1	Ebony	50
2	Essence	48
3	Black Enterprise	39
4	Jet	- 40
	Total	97

Avg. Ad Pages/Copy

1	Ebony	92
2	Essence	85
3	Black Enterprise	64
4	Jet	19

Ad Revenue

		$000
1	Ebony	32,518
2	Essence	13,383
3	Jet	10,357
4	Black Enterprise	8,752
	Total	65,010

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Black Enterprise	17.2
2	Jet	15.1
3	Ebony	11.8
4	Essence	8.4

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Ebony	3,429
2	Jet	1,357
3	Black Enterprise	1,284
4	Essence	1,037
	Total	7,107

Avg. Edit. Pgs./Copy

1	Ebony	70
2	Essence	68
3	Black Enterprise	57
4	Jet	49

Average Circulation

1	Ebony	1,691,294
2	Jet	851,598
3	Essence	700,395
4	Black Enterprise	245,494
	Total	3,488,781

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Ebony	3.9
2	Black Enterprise	1.0
3	Essence	0.0
4	Jet	- 0.3

Net Chg. Avg. Circ.

1984 vs. 1983

1	Ebony	64,110
2	Black Enterprise	2,319
3	Essence	158
4	Jet	- 2,362
	Total	64,225

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Ebony	162
2	Essence	152
3	Black Enterprise	121
4	Jet	68

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MAGAZINE PROFILES

Black Enterprise

Earl G. Graves Publishing Co., Inc.
130 Fifth Avenue
New York, NY 10011
(212) 242-8000
Year founded: 1970
Published: Monthly

Publisher: Earl G. Graves
Advertising Director: Verdia Johnson
Other key contacts: Waynett A. Sobers, Jr., Executive Vice President; Larry Hovell, National Advertising Manager, Vicki Salter, Eastern Region Sales Manager

Editorial Description: Black Enterprise is a business-oriented consumer service magazine written for and about black business men and women, professionals, corporate executives and college students. Feature articles range from money management to the operation of various industries and the current economic growth and development of blacks within these industries. Additionally, prominent personalities are interviewed. Black Enterprise also provides readers with regular departments on personal finance, small but successful businesses, blacks moving up in the corporate world, employment opportunities and lifestyle and leisure activities.

Member: ABC, MPA

Primary SRDS Classification No. 8

EBONY

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Year founded: 1945
Published: Monthly

Publisher: John H. Johnson
Advertising Director: Dennis H. Boston, Vice President
Other key contacts: Lincoln T. Hudson, Senior Vice President; H. John Alex, Vice President; Jeff Burns, Vice President

Editorial Description: EBONY is a black-oriented, general, picture magazine dealing primarily with contemporary topics. Feature articles deal with education, history, politics, literature, art, business, personalities, civil rights, sports, entertainment, music and social events. Regular monthly departments include "Speaking of People," "Fashion Fair," "Ebony Book Shelf," "Date With a Dish" (culinary art), "Letters to the Editor," "Backstage," "The Ebony Advisor," and "Strictly For Laughs." The August issue is devoted to an in-depth treatment of one aspect of current life in Black America such as civil rights, youth, segregation.

Member: ABC, PIB
Primary SRDS Classification No. 22

Essence

Essence Communications, Inc.
1500 Broadway
New York, NY 10036
(212) 730-4260
Year founded: 1970
Published: Monthly

Publisher: Ed Lewis
Advertising Director: Dinah Robinson
Other key contacts: Clarence O. Smith, President

Editorial Description: Essence is the magazine for today's Black woman. Edited for career-minded, sophisticated and independent achievers. Essence's editorial is dedicated to helping its readers attain their maximum potential in various lifestyles and roles. The editorial content includes career and educational opportunities; fashion and beauty; investing and money management; health and fitness; parenting; information on home decorating and food; travel; cultural reviews; fiction; and profiles of achievers and celebrities.

Member: ABC
Primary SRDS Classification No. 49

JET

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Published: Weekly

Publisher: John H. Johnson
Advertising Director: Sandy Sims, Vice President
Other key contacts: H. John Alex, Vice President; Norman Davis, Advertising Representative

Editorial Description: JET is a national news and general editorial magazine oriented to the Black Community. Articles deal with hard news and features, sports, fashion, education, Black History, entertainment, business, society, religion and African affairs. Weekly features include: Ticker Tape, U.S.A.; People; Week's Best Photos; Celebrity Beat—New York to Hollywood; plus each issue features a listing of Black performers appearing on network TV shows during the week.

Member: ABC
Primary SRDS Classification No. 36A

Figures are Folio estimates for the calendar year 1984

BLACK

Continued

Total Revenue

ad rev. + circ. rev.		$000
1	Ebony	54,938
2	Jet	41,210
3	Essence	21,480
4	Black Enterprise	11,321
	Total	**128,949**

% Chg. Total Revenue

1984 vs. 1983		%
1	Black Enterprise	12.3
2	Essence	6.9
3	Ebony	6.7
4	Jet	4.7

Subscription Revenue

		$000
1	Jet	18,688
2	Ebony	17,458
3	Essence	4,482
4	Black Enterprise	2,297
	Total	**42,925**

% Chg. Sub. Revenue

1984 vs. 1983		%
1	Jet	5.4
2	Essence	1.3
3	Ebony	0.9
4	Black Enterprise	−3.4

Avg. Subscrip. Circ.

1	Ebony	1,455,064
2	Jet	664,438
3	Essence	491,224
4	Black Enterprise	233,278
	Total	**2,844,004**

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	Ebony	5.1
2	Essence	2.6
3	Jet	0.7
4	Black Enterprise	0.3

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	Ebony	70,874
2	Essence	12,669
3	Jet	4,784
4	Black Enterprise	714
	Total	**89,041**

Newsstand Revenue

		$000
1	Jet	12,165
2	Ebony	4,961
3	Essence	3,614
4	Black Enterprise	271
	Total	**21,011**

Avg. Newsstand Circ.

1	Ebony	236,230
2	Essence	209,171
3	Jet	187,160
4	Black Enterprise	12,216
	Total	**644,777**

% Chg. Avg. News. Circ.

1984 vs. 1983		%
1	Black Enterprise	15.1
2	Ebony	−2.8
3	Jet	−3.7
4	Essence	−5.6

Net Chg. Avg. News. Circ.

1984 vs. 1983		
1	Black Enterprise	−1,604
2	Ebony	−6,765
3	Jet	−7,145
4	Essence	−12,512
	Total	**−24,818**

% Chg. News. Revenue

1984 vs. 1983		%
1	Black Enterprise	15.1
2	Essence	8.7
3	Ebony	−2.8
4	Jet	−3.7

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Bridal

Market Highlights

CIRCULATION:

MARRIAGE INCREASES LIFT CIRCULATION

When yuppies exchange vows, they do it in style. No surprise then that they buy and subscribe to more bridal books in 1984, boosting this two-book market's total to 701,983 copies. *Modern Bride* tops *Bride's* sub performance with a 15% increase, but *Bride's* beats *MB* in overall circulation gains.

AD PAGES:

BRIDE'S NEARS 2,000-PAGE MARK

Bigger book *Bride's* closes in on the 2,000-page mark with 1,911 pages. Although both books record page gains versus year ago—*Bride's* 4.4% and *Modern Bride* 3.2%—their increases fall short of last year's performance.

REVENUE:

TWO BOOKS RECORD ACROSS-THE-BOARD INCREASES

Modern Bride dramatically improves sub revenue with a 25.5% gain, while *Bride's* takes top honors at the newsstand with a 14.3% revenue lift. *Bride's* ad revenue boost, 16.3%, surpasses that of *MB*, and helps it to the number one spot in total revenue gains.

BRIDAL

Ad Pages

1	Bride's	1,911
2	Modern Bride	1,588
	Total	**3,499**

% Chg. Ad Pages

1984 vs. 1983		%
1	Bride's	4.4
2	Modern Bride	3.2

Net Chg. Ad Pages

1984 vs. 1983		
1	Bride's	81
2	Modern Bride	49
	Total	**130**

Avg. Ad Pages/Copy

1	Bride's	318
2	Modern Bride	265

Ad Revenue

		$000
1	Bride's	22,659
2	Modern Bride	18,365
	Total	**41,024**

% Chg. Ad Revenue

1984 vs. 1983		%
1	Bride's	16.3
2	Modern Bride	8.3

Net Chg. Ad Revenue

1984 vs. 1983		$000
1	Bride's	3,169
2	Modern Bride	1,415
	Total	**4,584**

Avg. Edit. Pgs./Copy

1	Bride's	176
2	Modern Bride	139

Average Circulation

1	Bride's	371,488
2	Modern Bride	330,495
	Total	**701,983**

% Chg. Avg. Circ.

1984 vs. 1983		%
1	Bride's	2.8
2	Modern Bride	−0.4

Net Chg. Avg. Circ.

1984 vs. 1983		
1	Bride's	10,268
2	Modern Bride	−1,385
	Total	**8,883**

Avg. Total Pgs./Copy

ad pages + edit. pages		
1	Bride's	494
2	Modern Bride	403

Total Revenue

ad rev. + circ. rev.		$000
1	Bride's	30,015
2	Modern Bride	24,910
	Total	**54,925**

% Chg. Total Revenue

1984 vs. 1983		%
1	Bride's	15.6
2	Modern Bride	8.5

Subscription Revenue

		$000
1	Modern Bride	398
2	Bride's	370
	Total	**768**

% Chg. Sub. Revenue

1984 vs. 1983		%
1	Modern Bride	25.5
2	Bride's	2.1

Avg. Subscrip. Circ.

1	Bride's	38,800
2	Modern Bride	37,747
	Total	**76,547**

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	Modern Bride	15.0
2	Bride's	−2.4

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	Modern Bride	4,921
2	Bride's	−947
	Total	**3,974**

Newsstand Revenue

		$000
1	Bride's	6,986
2	Modern Bride	6,148
	Total	**13,134**

Avg. Newsstand Circ.

1	Bride's	332,688
2	Modern Bride	292,748
	Total	**625,436**

% Chg. Avg. News. Circ.

1984 vs. 1983		%
1	Bride's	3.5
2	Modern Bride	−2.1

Net Chg. Avg. News. Circ.

1984 vs. 1983		
1	Bride's	11,214
2	Modern Bride	−6,306
	Total	**4,908**

% Chg. News. Revenue

1984 vs. 1983		%
1	Bride's	14.3
2	Modern Bride	8.1

MAGAZINE PROFILES

Bride's

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1934
Published: Bimonthly

Publisher: Elliot Marion
Advertising Director: Edward J. Abramson
Other key contacts: Warren Thomas Wade, Business Manager; Barbara M. Raskin, Director of Marketing & Creative Services

Editorial Description: Bride's is a service magazine for the bride-to-be. It provides information and guidance in planning her wedding, honeymoon and new home. Every issue covers wedding fashions (for the bride, women and men attendants and the mothers-of-the-wedding); trousseaux (lingerie, clothes for her and for him); home furnishings (tabletop, linens, furniture, appliances, accessories, housewares, floor coverings, etc); travel (honeymoons in the United States, Canada, Mexico, nearby islands and Europe). Regular features include etiquette, wedding gifts, beauty, health, food and drink, sociological articles and shopping information.

Member: ABC

Primary SRDS Classification No. 7

Modern Bride

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-3800
Year founded: 1949
Published: Bimonthly

Publisher: George E. Morrissey
Advertising Director: Howard Friedberg
Other key contacts: Gail S. Stone, Fashion Advertising Director; Len Seminara, Travel Advertising Director

Editorial Description: Modern Bride is designed as the bride-to-be's guide to planning her wedding, honeymoon, and first home or apartment. Issues cover: (1) bridal fashion (including attendants and mother-of-the bride), travel trousseau and lingerie; (2) home furnishings (tableware, furniture, linens, appliances, housewares, floor coverings, accessories, etc.); (3) honeymoon travel (covering the United States, Canada, Mexico and nearby islands). Additional regular features include personal and beauty care, wedding gifts, etiquette, marital relations, shopping information.

Member: ABC

Primary SRDS Classification No. 7

Figures are FOLIO estimates for the calendar year 1984.

Business & Financial

Market Highlights

CIRCULATION:

MIDDLE-TO-SMALL CIRC BOOKS POST BIGGEST GAINS

Middle-to-smaller-size circulation titles enjoy the biggest overall gains versus year ago. All the top five gainers in subs, newsstand and total circ post double-digit increases. Top honors for sub and total circ gains go to *Inc.* and *Success!*. Less than 6% of the category's total circ is sold at newsstand. However, the majority of titles improve newsstand business, led by *Savvy*, up 21%. Only three books post circulation losses.

AD PAGES:

MARKET AVERAGES 11.4% AD GROWTH

Market growth cools somewhat compared to a very strong 1983. However, eight books record double-digit increases, and the market posts an average page gain per title of 11.4%. Steep growth goes to *Venture*, up 31.7%, and *Frequent Flyer*, up 27.5%, but *The Economist* tops all in ad page gains, up 34%.

REVENUE:

ALL BOOKS TAKE CARE OF BUSINESS

Every title records total revenue gains versus 1983 and 13 went double-digit. *Venture* tops ad revenue boosts, up 54.5%, and sub revenue boosts, up 25.2%, but defers at the newsstand to number one revenue gainer, *Crain's Chicago Business*, up 40.7%. The big three titles in this market rake in over two thirds of its total revenue, and number three earner, *Forbes*, is number four in total revenue gains.

Why settle for numbers when you can get names?

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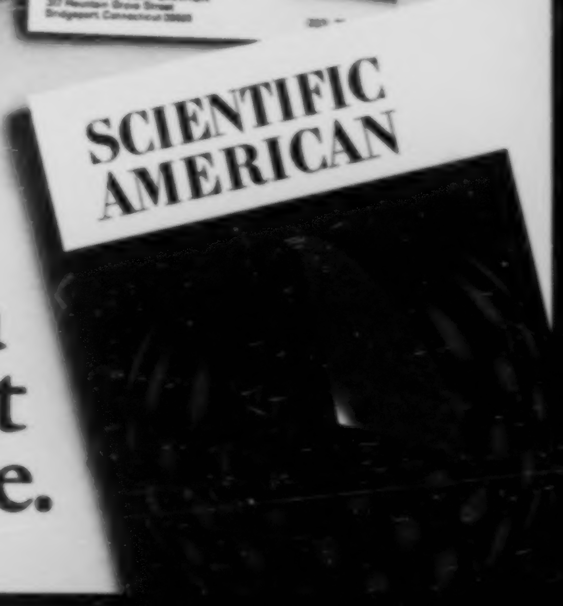
By the end of this year, 60% of our 535,000 subscribers will be classified by name, job title and the company for which they work.

This is important to advertisers who want to know not only how widely a magazine circulates, but where.


SCIENTIFIC AMERICAN

Name a more important magazine.

BUSINESS & FINANCIAL

Ad Pages

1	BusinessWeek	4,972
2	Forbes	3,834
3	Fortune	3,486
4	The Economist U.S. Ed.	2,472
5	Crain's Chicago Business	1,631
6	Inc.	1,500
7	Industry Week	1,333
8	Working Woman	1,290
9	California Business	1,089
10	Venture	1,054
11	Scientific American	840
12	Dun's Business Month	821
13	Black Enterprise	764
14	Frequent Flyer	705
15	Savvy	542
16	Financial World	453
17	Nation's Business	432
18	Success!	414
19	High Technology	411
20	Harvard Business Review	373
	Total	28,416

% Chg. Ad Pages

1984 vs. 1983

		%
1	The Economist U.S. Ed.	34.0
2	Venture	31.7
3	Frequent Flyer	27.5
4	High Technology	18.1
5	Nation's Business	16.8
6	Forbes	12.7
7	Scientific American	12.1
8	Inc.	11.7
9	Working Woman	8.5
10	Fortune	7.4
11	Crain's Chicago Business	7.2
12	BusinessWeek	7.1
13	Industry Week	6.9
14	Savvy	5.5
15	Black Enterprise	5.3
16	Financial World	4.4
17	Dun's Business Month	3.3
18	Success!	0.2
19	California Business	ne
20	Harvard Business Review	−4.7

Net Chg. Ad Pages

1984 vs. 1983

1	The Economist U.S. Ed.	627
2	Forbes	433
3	BusinessWeek	331
4	Venture	254
5	Fortune	240
6	Inc.	157
7	Frequent Flyer	152
8	Crain's Chicago Business	110
9	Working Woman	101
10	Scientific American	91
11	Industry Week	86
12	High Technology	63
13	Nation's Business	62
14	Black Enterprise	39
15	Savvy	28
16	Dun's Business Month	26
17	Financial World	19
18	Success!	1
19	California Business	ne
20	Harvard Business Review	−19
	Total	2,801

Avg. Ad Pages/Copy

1	Fortune	134
2	Forbes	132
3	Inc.	125
4	Working Woman	108
5	BusinessWeek	96
6	California Business	91
7	Venture	88
8	Scientific American	70
9	Dun's Business Month	68
10	Black Enterprise	64
11	Harvard Business Review	62
12	Frequent Flyer	59
13	Industry Week	53
14	The Economist U.S. Ed.	48
15	Savvy	45
16	Nation's Business	36
17	High Technology	34
18	Success!	34
19	Crain's Chicago Business	31
20	Financial World	17

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Black Enterprise

Earl G. Graves Publishing Co., Inc.
130 Fifth Avenue
New York, NY 10011
(212) 242-8000
Year founded: 1970
Published: Monthly

Publisher: Earl G. Graves
Advertising Director: Verdie Johnson
Other key contacts: Waynett A. Sobers, Jr., Executive Vice President; Larry Hovell, National Advertising Manager; Vicki Salter, Eastern Regional Sales Manager

Editorial Description: Black Enterprise is a business-oriented consumer service magazine written for and about black business men and women, professionals, corporate executives and college students. Feature articles range from money management to the operation of various industries and the current economic growth and development of blacks within these industries. Additionally, prominent personalities are interviewed. Black Enterprise also provides readers with regular departments on personal finance, small but successful businesses, blacks moving up in the corporate world, employment opportunities and lifestyle and leisure activities.

Member: ABC, MPA

Primary SRDS Classification No. 8

BusinessWeek

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2000
Published: 51x per year

Publisher: John W. Patten
Advertising Director: Mark Dacey
Other key contacts: A.C. Lynch, Business Director

Editorial Description: BusinessWeek is published for management. Each week it reports the news, the ideas and the trends that have an impact on the economy or on an industry—or that can provide new insights for the business executive in the operation of his own business. Featured departments include Management, Marketing, Labor, Technology, Wall Street, Finance, Transportation, New Products, Government, Research, The Markets, International Business, Business Outlook, International Outlook, Washington Outlook, Figures of the Week, Books, Cities, Names and Faces and Ideas and Trends.

Member: ABC

Primary SRDS Classification No. 8

California Business

California Business News, Inc.
4221 Wilshire Blvd. Ste. 400
Los Angeles, CA 90010
(213) 937-5820
Year founded: 1965
Published: Monthly

Publisher: Hershel D. Sinay, President

Editorial Description: California Business magazine is published for the Western business executive. It contains California business and financial news and commentary on management, labor, industry and economic trends. California Business' regular columns include Business in the West, Real Estate, Business with Pleasure, Hedging Your Dollars, Investing in the West, Small Business, Business & Financial Services and Reader Forum.

Member: ABC

Primary SRDS Classification No. 8

Crain's Chicago Business

Crain Communications Inc.
740 N. Rush
Chicago, IL 60611
(312) 649-5370
Year founded: 1978
Published: Weekly

Publisher: Joe Cappo
Advertising Director: Gloria Scoby
Other key contacts: David Blake, Advertising Manager; Robert Felsenthal, Marketing Director

Editorial Description: Crain's Chicago Business is edited for business persons in the metropolitan Chicago area. The majority of editorial content concerns news stories about various aspects of business and labor activity in the Chicago market. Also contains a special section dealing with the leisure time and entertainment interests of business persons. In addition, the publication offers a number of regular columns on politics, advertising and marketing, real estate and business management.

Member: ABC

Primary SRDS Classification No. 20A

Dun's Business Month

Dun & Bradstreet Publications Corporation
875 Third Avenue
New York, NY 10022
(212) 605-9458
Year founded: 1893
Published: Monthly

Publisher: Robert A. Potts
Advertising Director: Robert A. Potts

Editorial Description: Dun's Business Month is edited for corporate management. Its editorial purpose is to provide a comprehensive monthly recap and analysis of current events in finance, government, and business that will have long-term impact on its readers' business and personal affairs. Utilizing a completely departmentalized format, the magazine covers these subjects in every issue: The Economy, Management, Washington, International, Money & Markets, Technology, Personal Finance and Information Management. Other departments appear as events dictate. These include: Legal Environment, Labor, Transportation, Regional Affairs, etc.

Member: ABC

Primary SRDS Classification No. 8

BUSINESS & FINANCIAL

Continued

Ad Revenue

		$000
1	BusinessWeek	184,782
2	Fortune	111,679
3	Forbes	109,729
4	Inc.	34,991
5	Working Woman	18,831
6	Industry Week	17,113
7	Scientific American	17,136
8	The Economist U.S. Ed.	10,883
9	Dun's Business Month	10,781
10	Venture	10,782
11	Nation's Business	8,969
12	Black Enterprise	8,752
13	Crain's Chicago Business	7,848
14	Frequent Flyer	5,554
15	High Technology	5,177
16	Savvy	4,684
17	California Business	4,561
18	Financial World	3,073
19	Harvard Business Review	2,828
20	Success!	2,011
	Total	**580,164**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Venture	54.5
2	Frequent Flyer	47.4
3	The Economist U.S. Ed.	45.6
4	Inc.	39.1
5	Working Woman	30.4
6	Forbes	29.9
7	High Technology	25.7
8	Crain's Chicago Business	21.4
9	Industry Week	19.8
10	BusinessWeek	18.3
11	Black Enterprise	17.2
12	Scientific American	17.0
13	Nation's Business	16.3
14	Fortune	15.1
15	Success!	14.9
16	Financial World	12.0
17	Dun's Business Month	11.3
18	Savvy	9.6
19	Harvard Business Review	6.3
20	California Business	ne

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	BusinessWeek	28,574
2	Forbes	25,270
3	Fortune	14,673
4	Inc.	9,833
5	Working Woman	4,387
6	Venture	3,802
7	The Economist U.S. Ed.	3,410
8	Industry Week	2,829
9	Scientific American	2,484
10	Frequent Flyer	1,786
11	Crain's Chicago Business	1,382
12	Black Enterprise	1,284
13	Nation's Business	1,255
14	Dun's Business Month	1,093
15	High Technology	1,058
16	Savvy	411
17	Financial World	329
18	Success!	261
19	Harvard Business Review	168
20	California Business	ne
	Total	**104,289**

Avg. Edit. Pgs./Copy

1	Harvard Business Review	138
2	Forbes	103
3	Scientific American	99
4	California Business	80
5	Inc.	74
6	Venture	71
7	BusinessWeek	70
8	Financial World	64
9	Dun's Business Month	63
10	Frequent Flyer	60
11	Black Enterprise	57
12	Savvy	57
13	High Technology	55
14	Nation's Business	48
15	Industry Week	43
16	Success!	41
17	Crain's Chicago Business	24
18	The Economist U.S. Ed.	ne
19	Fortune	ne
20	Working Woman	ne

Average Circulation

1	Nation's Business	863,515
2	BusinessWeek	856,953
3	Forbes	726,232
4	Fortune	710,022
5	Working Woman	677,518
6	Scientific American	649,253
7	Inc.	526,295
8	High Technology	305,499
9	Savvy	304,835
10	Industry Week	302,506
11	Success!	293,409
12	Dun's Business Month	293,000
13	Venture	287,968
14	Frequent Flyer	285,250
15	Black Enterprise	245,494
16	Harvard Business Review	242,723
17	Financial World	115,539
18	The Economist U.S. Ed.	101,792
19	California Business	56,735
20	Crain's Chicago Business	46,790
	Total	**7,891,328**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Inc.	23.6
2	Success!	16.6
3	Working Woman	15.7
4	Venture	12.6
5	Financial World	11.4
6	Nation's Business	5.5
7	The Economist U.S. Ed.	4.8
8	Harvard Business Review	4.0
9	Crain's Chicago Business	3.8
10	Savvy	3.1
11	Dun's Business Month	3.0
12	Fortune	2.0
13	Black Enterprise	1.0
14	Forbes	0.9
15	Industry Week	0.6
16	BusinessWeek	0.5
17	California Business	ne
18	Scientific American	– 2.4
19	High Technology	– 10.5
20	Frequent Flyer	– 11.4

Net Chg. Avg. Circ.

1984 vs. 1983

1	Inc.	100,440
2	Working Woman	91,897
3	Nation's Business	45,178
4	Success!	41,726
5	Venture	32,222
6	Fortune	13,685
7	Financial World	11,800
8	Harvard Business Review	9,322
9	Savvy	9,283
10	Dun's Business Month	8,497
11	Forbes	6,793
12	The Economist U.S. Ed.	4,705
13	BusinessWeek	4,132
14	Black Enterprise	2,319
15	Industry Week	1,929
16	Crain's Chicago Business	1,710
17	California Business	ne
18	Scientific American	– 16,156
19	High Technology	– 35,666
20	Frequent Flyer	– 36,716
	Total	**297,100**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Forbes	236
2	Harvard Business Review	200
3	Inc.	199
4	California Business	170
5	Scientific American	169
6	BusinessWeek	166
7	Venture	159
8	Dun's Business Month	131
9	Black Enterprise	121
10	Frequent Flyer	119
11	Savvy	102
12	Industry Week	96
13	High Technology	89
14	Nation's Business	84
15	Financial World	81
16	Success!	75
17	Crain's Chicago Business	56
18	The Economist U.S. Ed.	ne
19	Fortune	ne
20	Working Woman	ne

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n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

The Economist

(U.S. Edition)

**The Economist Newspaper Ltd.
10 Rockefeller Plaza, 12th Floor
New York, NY 10020
(212) 541-5730
Year founded: 1843
Published: Weekly; 51 issues per year**

Advertising Director: Sandra Ourusoff, Senior Vice President
Other key contacts: Kate Dobson, U.S. Edition Sales Manager; Bill Kanzer, Mid-West Manager, Chicago Office

Editorial Description: The Economist is international in editorial scope. Each week it reports, comments upon and analyzes developments in world politics, business, economics and finance, with regular edit departments including: American Survey, Europe and the European Common Market, International Report, Britain, Business Briefs, International Business, Finance and Books. In addition, monthly special surveys focus on specific countries, markets or industries.

Member: ABC
Primary SRDS Classification No. 8

Financial World

The Magazine for Investors

**Financial World Partners
1450 Broadway
New York, NY 10018
(212) 869-1616
Year founded: 1902
Published: 26x per year**

Publisher: Douglas McIntyre
Advertising Director: Thomas Braun
Other key contacts: Mark Meagher, Chairman; Kermit Lansner, Editor in Chief
Editorial Description: Financial World's editorial is about investment opportunities presented by today's multifaceted financial markets. It is a magazine for investors, both individual and professional. Each issue of Financial World contains articles on companies, industries, and other specific investment situations, plus features on investment trends and profiles of financial professionals. There are also regular columns and a variety of departments carrying investment news and statistics. Every other issue contains Financial World's Appraisal section rating 3,000 securities.

Member: ABC

Primary SRDS Classification No. 8

Forbes

**Forbes, Inc.
60 Fifth Avenue
New York, NY 10011
(212)620-2200**

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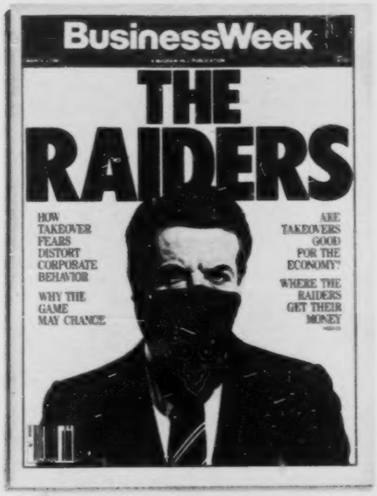
READ 'EM OR WEEP.



BusinessWeek

THE RAIDERS

HOW TAKEOVER FEARS DISTORT CORPORATE BEHAVIOR

WHY THE GAME MAY CHANGE

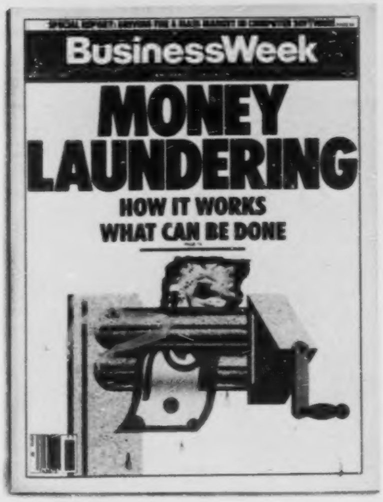
ARE TAKEOVERS GOOD FOR THE ECONOMY?

WHERE THE RAIDERS GET THEIR MONEY

BusinessWeek

THE NEW CORPORATE ELITE

The organization man is dead. He thrived when smokestack America thrived. When airlines, banks, and telephones were highly regulated. When Japan built shoddy cars. When computers were huge and an apple was something you ate. Today, we are in an era of innovation and entrepreneurs—in everything from high tech to financial services. And so a new business elite has emerged. Who are they? Some you know. Others may surprise you…

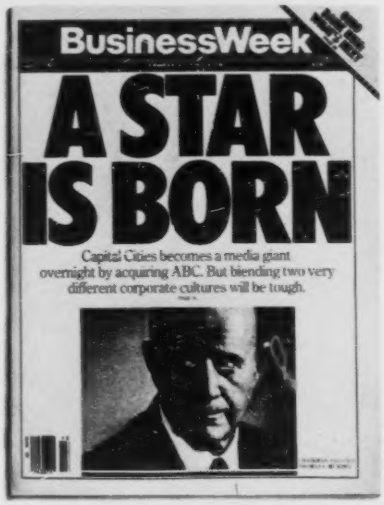


BusinessWeek

MONEY LAUNDERING

HOW IT WORKS

WHAT CAN BE DONE



BusinessWeek

A STAR IS BORN

Capital Cities becomes a media giant overnight by acquiring ABC. But blending two very different corporate cultures will be tough.

If you miss a Business Week, you miss a week of business.

And that's too bad. Because something you missed could well have been news you could have used to make an important point in a meeting. To make a profitable investment. Or to make an upward move in your career.

Because Business Week gives you more than authoritative facts. It brings authoritative analysis and interpretation to the facts. And it helps you anticipate the outcome of current business events.

In fact, no other business magazine combines both news and analysis the way Business Week does. That's one reason why it has two million more readers than any other business magazine.

Readers of Business Week also get more detailed business-targeted editorial content. Because it has more full-time editors than any other business magazine.

What's more, Business Week offers more timely coverage of areas of vital importance to the leaders of business. Because it's the only newsweekly of business.

For you to miss one more issue would be a crying shame.

To subscribe, call 1-800-635-1200.

BusinessWeek
THE VOICE OF AUTHORITY

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BUSINESS & FINANCIAL

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 BusinessWeek	217,895
2 Fortune	137,615
3 Forbes	137,372
4 Inc.	43,787
5 Scientific American	33,531
6 Working Woman	27,854
7 Nation's Business	18,713
8 The Economist U.S. Ed.	17,966
9 Industry Week	17,113
10 Frequent Flyer	16,251
11 Venture	14,243
12 Black Enterprise	11,321
13 Dun's Business Month	10,997
14 Harvard Business Review	10,323
15 High Technology	10,212
16 Crain's Chicago Business	9,191
17 Savvy	8,015
18 Financial World	6,363
19 Success!	5,448
20 California Business	5,317
Total	**759,527**

% Chg. Total Revenue

1984 vs. 1983	%
1 Venture	45.4
2 Inc.	32.5
3 The Economist U.S. Ed.	28.2
4 Forbes	24.6
5 Working Woman	24.6
6 Crain's Chicago Business	20.3
7 Industry Week	19.8
8 Success!	19.1
9 BusinessWeek	16.0
10 Fortune	12.8
11 Financial World	12.6
12 Black Enterprise	12.3
13 Dun's Business Month	10.8
14 Nation's Business	8.0
15 Scientific American	7.0
16 Harvard Business Review	6.8
17 Savvy	5.6
18 High Technology	4.1
19 Frequent Flyer	3.6
20 California Business	ne

Subscription Revenue

	$000
1 BusinessWeek	29,710
2 Forbes	24,506
3 Fortune	23,536
4 Scientific American	12,298
5 Frequent Flyer	10,697
6 Nation's Business	9,720
7 Working Woman	8,303
8 Inc.	7,590
9 Harvard Business Review	7,352
10 The Economist U.S. Ed.	6,111
11 High Technology	4,298
12 Savvy	2,943
13 Financial World	2,932
14 Venture	2,763
15 Success!	2,754
16 Black Enterprise	2,297
17 Crain's Chicago Business	1,183
18 California Business	676
19 Dun's Business Month	216
20 Industry Week	0
Total	**159,915**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Venture	25.2
2 Success!	21.7
3 Working Woman	14.2
4 Financial World	12.9
5 Crain's Chicago Business	11.6
6 The Economist U.S. Ed.	9.9
7 Inc.	7.9
8 Forbes	6.7
9 Harvard Business Review	6.7
10 BusinessWeek	5.0
11 Fortune	4.2
12 Nation's Business	1.4
13 California Business	ne
14 Industry Week	n/a
15 Savvy	– 1.8
16 Scientific American	– 2.4
17 Black Enterprise	– 3.4
18 Dun's Business Month	– 8.9
19 Frequent Flyer	– 10.2
20 High Technology	– 10.4

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n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Year founded: 1917
Published: Biweekly

Publisher: James J. Dunn
Advertising Director: Stephen G. Nicoll

Editorial Description: Forbes is edited for management in U.S. companies, plus professional and private investors in stocks, bonds and other securities. Contains corporate stories, supplemented with tabular statistical documentation. Forbes presents a continuing review of management in big business. Using case histories and intra-industry comparisons, it evaluates management's personality, style and philosophy in meeting the bottom-line challenges of profitability, growth and stock market performance. Each issue features Fact and Comment, Trends, Faces Behind the Figures, Personal Affairs, and a Money and Investments Section wherein columnists report on the Economy, Stocks, Funds and other money markets.

Member: ABC
Primary SRDS Classification No. 8

Fortune

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Published: Biweekly

Publisher: James B. Hoefer
Associate Publisher: Bill Kenyon
Advertising Director: R. Timothy Leedy

Editorial Description: Fortune is written and edited for management. Fortune provides detailed evaluations of important developments affecting the business community. Articles range from corporation stories to management problems, from national purpose to leisure activities, from science and technology to business personalities. Fortune Forecast reports on the economic outlook; Personal Investing, a review of investment opportunities, and the techniques and theories of investing.

Member: ABC
Primary SRDS Classification No. 8

Frequent Flyer

Travel Magazines Division, Official Airline Guides, Inc.
888 Seventh Avenue
New York, NY 10106
(212) 977-8300
Year founded: 1980
Published: Monthly

Publisher: Martin B. Deutsch
Associate Publisher: Arnie Green, Director of Marketing
Other key contacts: Ralph Erardy, Advertising Manager

Editorial Description: Frequent Flyer is edited for high-income executives and professionals who travel regularly on business. Articles are oriented to service, and focus on airline, hotel and car rental services for business travelers, on developments in cities with high business-travel traffic, and on ideas for coping with frequent travel. Also covered are topics on upper-income lifestyles, personal investments, tax planning and health and fitness.

Primary SRDS Classification No. 8

Harvard Business Review

Harvard Graduate School of Business Administration
Soldiers Field
Boston, MA 02163
(617) 495-6182
Year founded: 1922
Published: Bimonthly

Publisher: Thomas King, Vice President
Advertising Director: Harold F. Ellsworth
Other key contacts: William A. Janowsky, General Manager; Jane H. Fuller, Advertising Production Manager

Editorial Description: Harvard Business Review publishes articles on a broad range of management topics. Articles can be broadly classified as either expositions of current business practice or designed to stretch the business executive's thinking.

Member: ABC
Primary SRDS Classification No. 8

High Technology

High Technology Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1981
Published: Monthly

Publisher: Bernard A. Goldhirsh
Advertising Director: Frances P. Lawrence
Other key contacts: W. Robert Boris, Associate Publisher; Robert Christian, Regional Ad Manager

Editorial Description: High Technology is edited for technical as well as non-technical senior managers and professionals in business, industry, and government. It reports advances in technology and their potential impact on business. Regular monthly departments include: Perspectives and Updates on technology; Investing in high tech companies; insights about technology and policy from industry/government leaders; Microcomputer technology; and Consumer, Industrial, Business, and Military/Aerospace applications.

Member: ABC
Primary SRDS Classification No. 8

Inc.
The Magazine for Growing Companies

Inc. Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1979
Published: Monthly

Publisher: J. Peter Huestis
Other key contacts: Joseph C. Page, Jr., Associ- ▶

BUSINESS & FINANCIAL

Continued

Avg. Subscrip. Circ.

1	Nation's Business	862,634
2	BusinessWeek	824,398
3	Forbes	690,988
4	Fortune	679,457
5	Working Woman	652,853
6	Scientific American	512,667
7	Inc.	492,800
8	Savvy	288,664
9	Frequent Flyer	285,250
10	High Technology	274,759
11	Venture	264,215
12	Success!	258,478
13	Harvard Business Review	238,469
14	Black Enterprise	233,278
15	Financial World	108,659
16	The Economist U.S. Ed.	94,174
17	California Business	53,583
18	Crain's Chicago Business	36,514
19	Dun's Business Month	7,710
20	Industry Week	0
	Total	**6,859,550**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Inc.	24.0
2	Success!	17.2
3	Working Woman	16.6
4	Venture	14.7
5	Financial World	12.0
6	Crain's Chicago Business	7.4
7	Nation's Business	5.6
8	The Economist U.S. Ed.	5.3
9	Harvard Business Review	3.9
10	Savvy	2.3
11	Fortune	2.0
12	Forbes	0.8
13	BusinessWeek	0.5
14	Black Enterprise	0.3
15	California Business	ne
16	Industry Week	n/a
17	High Technology	– 0.8
18	Scientific American	– 3.2
19	Frequent Flyer	– 11.4
20	Dun's Business Month	– 12.3

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Inc.	95,467
2	Working Woman	93,076
3	Nation's Business	45,413
4	Success!	37,967
5	Venture	33,815
6	Fortune	13,509
7	Financial World	11,624
8	Harvard Business Review	8,853
9	Savvy	6,478
10	Forbes	5,576
11	The Economist U.S. Ed.	4,775
12	BusinessWeek	4,129
13	Crain's Chicago Business	2,503
14	Black Enterprise	714
15	California Business	ne
16	Industry Week	n/a
17	Dun's Business Month	– 1,086
18	High Technology	– 2,315
19	Scientific American	– 16,880
20	Frequent Flyer	– 36,716
	Total	**306,902**

Newsstand Revenue

		$000
1	Scientific American	4,098
2	BusinessWeek	3,403
3	Forbes	3,138
4	Fortune	2,400
5	Inc.	1,206
6	The Economist U.S. Ed.	971
7	High Technology	738
8	Venture	698
9	Working Woman	691
10	Success!	683
11	Savvy	388
12	Financial World	358
13	Black Enterprise	271
14	Crain's Chicago Business	160
15	Harvard Business Review	143
16	California Business	80
17	Nation's Business	24
18	Dun's Business Month	0
19	Frequent Flyer	0
20	Industry Week	0
	Total	**19,450** ▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

ate Publisher; Betsy Keady, Marketing Services Director; Bradley K. Jones, Western Sales Manager

Editorial Description: Inc. is for executives who run small to mid-sized companies. Its purpose is to provide them with specific, practical answers to both their immediate and long-term management problems. Through in-depth studies, Inc. demonstrates how other entrepreneurs have dealt with major business decisions, and offers the reader guidelines for solving his own. Its departments stress the how-to aspects of Financial Management, Personnel Management, Marketing, Sales, Administration and Operations. Inc. also covers and analyzes news pertinent to smaller company management, including trends, economic forecasts and legislation that affect them.

Member: ABC

Primary SRDS Classification No. 8

Industry Week

Penton/IPC, Inc.
1111 Chester Avenue, Penton Plaza
Cleveland, OH 44114
(216) 696-7000
Year founded: 1882
Published: 25x per year

Publisher: Patrick B. Keefe
Advertising Director: Gere D. Coffey
Other key contacts: Joseph D. Hoffman, Director of Special Projects

Editorial Description: Industry Week is edited for executives in all industries: manufacturing; service and finance; those who inspire the creation of wealth, finance it, manufacture it, distribute it and benefit from it. It interprets the news and covers economic and business trends. It features management techniques, socio-economic issues, finance, technological innovation, and serves as a platform for defense of the free enterprise system. Departments include Memos, Newscope, News Analysis, Emerging Technologies, Economic Trends, Business Trends, Washington.

Member: ABC, BPA, MPA, MCC

Primary SRDS Classification No. 8

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Source: SMRB 1984

BUSINESS & FINANCIAL

Continued

Avg. Newsstand Circ.

1	Scientific American	136,587
2	Forbes	35,244
3	Success!	34,931
4	Inc.	33,495
5	BusinessWeek	32,555
6	High Technology	30,740
7	Fortune	30,565
8	Working Woman	24,666
9	Venture	23,754
10	Savvy	16,171
11	Black Enterprise	12,216
12	The Economist U.S. Ed.	7,618
13	Financial World	6,880
14	Harvard Business Review	4,254
15	California Business	3,152
16	Crain's Chicago Business	3,084
17	Nation's Business	882
18	Dun's Business Month	0
19	Frequent Flyer	0
20	Industry Week	0
	Total	**436,794**

% Chg. Avg. News. Circ.

	1984 vs. 1983	%
1	Savvy	21.0
2	Inc.	17.4
3	Black Enterprise	15.1
4	Harvard Business Review	12.4
5	Success!	12.1
6	Crain's Chicago Business	8.5
7	Forbes	3.6
8	Financial World	2.6
9	Fortune	0.6
10	Scientific American	0.5
11	BusinessWeek	0.0
12	California Business	ne
13	Dun's Business Month	n/a
14	Frequent Flyer	n/a
15	Industry Week	n/a
16	The Economist U.S. Ed.	−0.9
17	Working Woman	−4.6
18	Venture	−6.3
19	High Technology	−17.1
20	Nation's Business	−21.0

Net Chg. Avg. News. Circ.

	1984 vs. 1983	
1	Inc.	4,973
2	Success!	3,759
3	Savvy	2,805
4	Black Enterprise	1,604
5	Forbes	1,216
6	Scientific American	724
7	Harvard Business Review	469
8	Crain's Chicago Business	242
9	Financial World	175
10	Fortune	175
11	BusinessWeek	3
12	California Business	ne
13	Dun's Business Month	n/a
14	Frequent Flyer	n/a
15	Industry Week	n/a
16	The Economist U.S. Ed.	−70
17	Nation's Business	−235
18	Working Woman	−1,179
19	Venture	−1,593
20	High Technology	−6,332
	Total	**6,736**

% Chg. News. Revenue

	1984 vs. 1983	%
1	Crain's Chicago Business	40.7
2	Inc.	38.8
3	Harvard Business Review	25.0
4	Success!	21.8
5	Savvy	20.9
6	Financial World	16.1
7	Black Enterprise	15.1
8	Venture	14.9
9	Forbes	12.3
10	Working Woman	11.4
11	BusinessWeek	1.5
12	Fortune	0.6
13	Scientific American	0.5
14	California Business	ne
15	Dun's Business Month	n/a
16	Frequent Flyer	n/a
17	Industry Week	n/a
18	The Economist U.S. Ed.	−0.9
19	High Technology	−17.1
20	Nation's Business	−20.0

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Nation's Business

U.S. Chamber of Commerce
1615 H St., N.W.
Washington, D.C. 20062
(202) 463-5680
Year founded: 1910
Published: Monthly

Publisher: David Roe
Advertising Director: Brett Perrine
Other key contacts: Bob Gray, Editor

Editorial Description: Nation's Business is edited for a dynamic sector of American business—small and mid-size companies. A mix of articles tailored to the day-to-day needs of the owners and managers of these growing companies gives them how-to advice on running a business, reports on the latest trends in management and business technology, plus advice from today's successful entrepreneurs and corporate leaders. And our Washington experts keep managers up-to-date on legislative, regulatory and judicial developments affecting their businesses. This combination of managerial advice, business trends and Washington intelligence works to make the manager's job easier—and more profitable

Member: ABC, MPA

Primary SRDS Classification No. 8

Savvy

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1980
Published: Monthly

Publisher: Talia Carner
Advertising Director: Talia Carner

Editorial Description: Savvy is a magazine of career development and personal business management for executive women. In a forum of reporting, research and investigatory surveys, Savvy explores the life of business: who and what builds a strong company, how effective teams are created, and what are the factors of personal success.

Member: ABC

Primary SRDS Classification No. 8

Scientific American

Scientific American, Inc.
415 Madison Avenue
New York, NY 10017
(212) 754-0550
Year founded: 1845
Published: Monthly

Publisher: Jonathan Piel, President and Editor
Advertising Director: John Kirby

Editorial Description: Scientific American is edited for laymen interested in the advancement of knowledge and its impact on society. In text and illustration the magazine reports contemporary work on questions about the larger universe, the earth, biosphere, the processes of life, animal behavior, the human mind and human social organization. The social impact of this work is reflected in articles about technology, medicine and the rational management of human affairs. Regular monthly departments include a news column and a book review section.

Member: BPA

Primary SRDS Classification No. 43

SUCCESS!

The Magazine for Achievers

Success Magazine Company
342 Madison Avenue
New York, NY 10173
(212) 503-0700
Year founded: 1954
Published: Monthly

Publisher: Charles Bullock
Advertising Director: Barbara Marks
Other key contacts: Robert C. Hanna, National Sales Director

Editorial Description: SUCCESS! is a magazine designed to stimulate, encourage and challenge those who seek continuous achievement in their business and personal lives. Each issue applies to attaining personal goals, entrepreneurial activities and management of business affairs.

Member: ABC

Primary SRDS Classification No. 22

(Continued on page 180)

Figures are FOLIO estimates for the calendar year 1984.

City & Regional

Market Highlights

CIRCULATION:

CIRCULATION GAINS MUCH STRONGER

Readers give stronger support to their city and regional magazines in 1984. All but two of the 20 C&R titles up total circulation in 1984, compared with only 10 gainers year ago. *Southern Accents*, one of two new market books, ends its first year in the number 10 total circ position, while veteran *Southern Living* tops the list at 2,255,459 copies—over one quarter of the category's total circulation. Go west for the biggest circulation gains; *California Magazine* scores a very un-laid-back increase of 9.2%. Although half the titles dip at the newsstand, *Arizona Highways* tops single-copy gains with a 27.2% increase, followed by *Boston Magazine* and *Southern Living.*

AD PAGES:

#1 *NEW YORK* EDGING UP TO 3,000 PAGES

New York continues its quest to break 3,000 pages with a number one total of 2,944. On the other coast, *Los Angeles Magazine* strengthens its number two position at 2,528 pages. *Washingtonian Magazine* puts in a capital performance, moving up two notches to number three with 1,980 pages. *WM* also lands at number three in page gains with 13.3%, while *California Magazine* (up 15.2%) beats *D* (up 14.9%) by a nose for the number one spot.

REVENUE:

NEAR UNANIMOUS GAINS, MAJORITY IN DOUBLE-DIGITS

Thirteen books have double-digit increases in ad revenue and 11 go double-digit in total revenue gains. *Boston Magazine* tops both growth measurements. *Playbill* puts in a Tony Award Winning sub revenue performance with an 80.2% revenue increase, while at the newsstands, *Crain's Chicago Business* (up 40.7%), *Arizona Highways* (up 30.7%) and *Boston Magazine* (up 27.8%) grow dramatically.

CITY & REGIONAL

Ad Pages

1	New York	2,944
2	Los Angeles Magazine	2,528
3	Washingtonian Magazine	1,980
4	San Diego Magazine	1,855
5	Boston Magazine	1,831
6	Sunset	1,782
7	Chicago	1,775
8	Texas Monthly	1,707
9	Philadelphia Magazine	1,635
10	Crain's Chicago Business	1,631
11	D	1,626
12	Southern Living	1,592
13	Houston Home & Garden	1,243
14	California Business	1,089
15	Yankee	975
16	Texas Homes	931
17	California Magazine	834
18	Playbill	720
19	Southern Accents	484
20	Arizona Highways	0
	Total	**29,162**

% Chg. Ad Pages

	1984 vs. 1983	%
1	California Magazine	15.2
2	D	14.9
3	Washingtonian Magazine	13.3
4	Boston Magazine	12.4
5	Texas Monthly	11.6
6	Texas Homes	11.1
7	San Diego Magazine	11.0
8	Playbill	8.3
9	Crain's Chicago Business	7.2
10	Southern Living	5.3
11	Los Angeles Magazine	3.2
12	Philadelphia Magazine	1.5
13	New York	0.8
14	Chicago	0.4
15	Sunset	0.1
16	Arizona Highways	n/a
17	California Business	ne
18	Southern Accents	ne
19	Houston Home & Garden	– 2.3
20	Yankee	– 14.1

Net Chg. Ad Pages

	1984 vs. 1983	
1	Washingtonian Magazine	232
2	D	211
3	Boston Magazine	202
4	San Diego Magazine	183
5	Texas Monthly	177
6	California Magazine	110
7	Crain's Chicago Business	110
8	Texas Homes	93
9	Southern Living	80
10	Los Angeles Magazine	78
11	Playbill	55
12	New York	25
13	Philadelphia Magazine	24
14	Chicago	7
15	Sunset	2
16	Arizona Highways	n/a
17	California Business	ne
18	Southern Accents	ne
19	Houston Home & Garden	– 29
20	Yankee	– 160
	Total	**1,400**

Avg. Ad Pages/Copy

1	Los Angeles Magazine	211
2	Washingtonian Magazine	165
3	San Diego Magazine	155
4	Boston Magazine	153
5	Sunset	149
6	Chicago	148
7	Texas Monthly	142
8	D	136
9	Philadelphia Magazine	136
10	Southern Living	133
11	Houston Home & Garden	104
12	California Business	91
13	Southern Accents	81
14	Yankee	81
15	Texas Homes	78
16	California Magazine	70
17	Playbill	60
18	New York	59
19	Crain's Chicago Business	31
20	Arizona Highways	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Arizona Highways

Department of Transportation,
State of Arizona
2039 West Lewis Avenue
Phoenix, AZ 85009
(602) 258-6641
Year founded: 1925
Published: Monthly

Publisher: Hugh Harelson
Advertising Director: Jim Delzell, Business Director
Other key contacts: Alberto Gutier, Marketing and Sales Director

Editorial Description: Arizona Highways magazine explores the natural beauty of Arizona with award-winning photography and articles about the state's history, culture and people.

Boston Magazine

Metrocorp
Horticulture Hall Building
300 Massachusetts Ave.
Boston, MA 02116
(617) 357-4000
Year founded: 1971
Published: Monthly

Publisher: James P. Kuhn, Jr.
Advertising Director: William M. Barber III
Other key contacts: Catherine J. Cahners, Advertising Sales Manager; Walter Walsh, General Manager

Editorial Description: Boston Magazine is edited for people in the greater metropolitan area who care about their city. Every month, it offers topical coverage of the pressing controversial issues confronting the area—its politics, its life styles, its business trends, its youth scene and its shifting sociological currents. Also included are critical reviews of the cultural, sports and entertainment scenes. Articles investigate theater and transportation, fashion and finance, dining and travel.

Member: ABC
Primary SRDS Classification No. 30A

California Business

California Business News, Inc.
4221 Wilshire Blvd. Ste. 400
Los Angeles, CA 90010
(213) 937-5820
Year founded: 1965
Published: Monthly

Publisher: Hershel D. Sinay, President

Editorial Description: California Business magazine is published for the Western business executive. It contains California business and financial news and commentary on management, labor, industry and economic trends. California Business' regular columns include Business in the West, Real Estate, Business with Pleasure, Hedging Your Dollars, Investing in the West, Small Business, Business & Financial Services and Reader Forum.

Member: ABC

Primary SRDS Classification No. 8

California Magazine

California Magazine, Ltd.
11601 Wilshire Boulevard
Los Angeles, CA 90025
(213) 479-6511
Year founded: 1976
Published: Monthly

Publisher: Alan E. Bennett
Associate Publisher: Jack Kliger

Other key contacts: Chris Connors, Los Angeles; Doug Roeder, New York; Wendy Cohen, San Francisco; Sharmon How, San Diego

Editorial Description: California is a magazine about California and what it has to offer. Editorial concerns its diversity, abundant resources, physical beauty, creativity, and its occasional outrages. It charts the history of California for its residents.

Member: ABC

Primary SRDS Classification No. 30A

Chicago

WFMT, Inc.
Three Illinois Center
Chicago, IL 60601
(312) 565-5000
Year founded: 1952
Published: Monthly

Publisher: Allen Kelson
Advertising Director: Joseph A. Sheridan
Other key contacts: Arlene Furey, Marketing Director
Editorial Description: Chicago is edited for active, concerned Chicago area residents interested in the community's quality of life. In-depth articles deal with community issues, politics, arts, events, and personalities. Interviews with interesting and important Chicagoans often appear. Regular features include critical columns on restaurants, film, theatre, spots, the fine and lively arts, books, sports, and travel. Art and photography are richly employed. Award-winning fiction is regularly published. Each issue contains capsule critiques of 200 recommended restaurants and of current films and plays; information about a thousand things to do and see around Chicago, and the programs of Chicago's fine arts radio station (WFMT) and public television station (WTTW). Special features appear periodically on home entertaining, audio and video, home furnishings, and fashion. Special issues are devoted to such subjects as "The Best of Chicago" and "Chicago's Hidden Treasures."
Member: ABC
Primary SRDS Classification No. 30A

Crain's Chicago Business

Crain Communications Inc.
740 N. Rush
Chicago, IL 60611
(312) 649-5370
Year founded: 1978
Published: Weekly

Publisher: Joe Cappo
Advertising Director: Gloria Scoby, Associate Publisher

▶

Figures are FOLIO estimates for the calendar year 1984.

CITY & REGIONAL

Continued

Ad Revenue

		$000
1	Southern Living	53,335
2	Sunset	43,050
3	New York	33,865
4	Texas Monthly	15,184
5	Los Angeles Magazine	13,276
6	Playbill	10,827
7	Chicago	10,551
8	California Magazine	8,296
9	Crain's Chicago Business	7,848
10	Washingtonian Magazine	7,240
11	Boston Magazine	6,950
12	Philadelphia Magazine	6,848
13	D	5,950
14	Yankee	5,500
15	Houston Home & Garden	5,345
16	San Diego Magazine	4,979
17	California Business	4,561
18	Texas Homes	3,644
19	Southern Accents	2,719
20	Arizona Highways	0
	Total	**249,968**

% Chg. Ad Revenue

1984 vs. 1983		%
1	Boston Magazine	25.2
2	D	21.9
3	California Magazine	21.4
4	Crain's Chicago Business	21.4
5	San Diego Magazine	20.9
6	Texas Homes	18.2
7	Texas Monthly	17.3
8	Houston Home & Garden	16.5
9	Los Angeles Magazine	15.1
10	Washingtonian Magazine	14.3
11	Southern Living	13.5
12	Philadelphia Magazine	10.6
13	Chicago	10.0
14	Playbill	8.8
15	Sunset	8.4
16	New York	5.3
17	Arizona Highways	n/a
18	California Business	ne
19	Southern Accents	ne
20	Yankee	– 10.7

Net Chg. Ad Revenue

1984 vs. 1983		$000
1	Southern Living	6,358
2	Sunset	3,333
3	Texas Monthly	2,236
4	Los Angeles Magazine	1,740
5	New York	1,709
6	California Magazine	1,462
7	Boston Magazine	1,399
8	Crain's Chicago Business	1,382
9	D	1,068
10	Chicago	961
11	Washingtonian Magazine	903
12	Playbill	873
13	San Diego Magazine	861
14	Houston Home & Garden	758
15	Philadelphia Magazine	658
16	Texas Homes	562
17	Arizona Highways	n/a
18	California Business	ne
19	Southern Accents	ne
20	Yankee	– 658
	Total	**25,605**

Avg. Edit. Pgs./Copy

1	Los Angeles Magazine	150
2	San Diego Magazine	138
3	Chicago	135
4	Washingtonian Magazine	127
5	Southern Living	126
6	Boston Magazine	112
7	Yankee	107
8	Texas Monthly	103
9	Sunset	102
10	Philadelphia Magazine	99
11	D	92
12	New York	89
13	California Magazine	88
14	Southern Accents	87
15	California Business	80
16	Houston Home & Garden	79
17	Texas Homes	63
18	Arizona Highways	50
19	Playbill	35
20	Crain's Chicago Business	24

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Other key contacts: David Blake, Advertising Manager; Robert Felsenthal, Marketing Director

Editorial Description: Crain's Chicago Business is edited for business persons in the metropolitan Chicago area. The majority of editorial content concerns news stories about various aspects of business and labor activity in the Chicago market. Also contains a special section dealing with the leisure time and entertainment interests of business persons. In addition, the publication offers a number of regular columns on politics, advertising and marketing, real estate and business management.

Member: ABC
Primary SRDS Classification No. 20A

D

Dallas/Ft. Worth

Southwest Media Corporation
3988 North Central Expressway, Suite 1200
Dallas, TX 75204
(214) 827-5000
Year founded: 1974
Published: Monthly

Publisher: Terry Murphy
Advertising Director: Joy Burleson
Other key contacts: Mary E. Graham, Advertising Coordinator

Editorial Description: D Magazine is a contemporary metropolitan magazine edited for residents of Dallas and Fort Worth. In addition to investigative reporting and in-depth interviews, D Magazine contains articles on finance, politics, fashion, sports, interior design and Dallas-Fort Worth lifestyles. Regular features include an entertainment guide, and dining reviews.

Member: ABC, CRMA, MPA
Primary SRDS Classification No. 30A

Houston Home & Garden

Metro Home & Garden Magazines
5615 Kirby Drive, Suite 600
P.O. Box 25386
Houston, TX 77005
(713) 524-3000
Year founded: 1974
Published: Monthly

Advertising Director: Susan Deaner

Editorial Description: Houston Home & Garden is an upscale local shelter and lifestyle magazine for the Houston market. Columns include art, travel, in shape, design, dining in, etc. The main editorial features homes, landscaping and entertainment ideas.

Member: ABC

Primary SRDS Classification No. 24

Los Angeles Magazine

Los Angeles Magazine, Inc.
1888 Century Park East #920
Los Angeles, CA 90067
(213) 557-7592
Year founded: 1961
Published: Monthly

Publisher: Bert Pucci
Advertising Director: Nicki Campbell

Editorial Description: Los Angeles Magazine is a guide to getting the most out of life in the Southern California area. It reports and comments on local problems and pleasures; trends and provocative new ideas; emerging personalities and life styles, and on the people and events shaping or affecting the reader's environment. It previews or critiques restaurants, theater, entertainment, weekend trips and vacations; TV and films; sports, art, books, leisure activities and worthwhile events.

Member: ABC

Primary SRDS Classification No. 30A

New York

News Group Magazines
755 2nd Avenue
New York, NY 10017
(212) 880-0700
Year founded: 1968
Published: 50x per year

Publisher: Carolyn Wall
Other key contacts: Larry Burstein, National Advertising Sales Manager; Elaine Shindler, Marketing Director

Editorial Description: New York Magazine is edited for those interested in critical examination of contemporary ideas. New York deals regularly with such subjects as politics, business, psychology, literature, the fine arts, entertainment, home furnishings, food, wine, fashion—and a broad range of subjects.

Member: ABC
Primary SRDS Classification No. 36A

Philadelphia Magazine

Metrocorp
1500 Walnut Street
Philadelphia, PA 19102
(215) 545-3500
Year founded: 1908
Published: Monthly

Publisher: Orlin Davis
Advertising Director: Ralph Gianatasio

Editorial Description: Philadelphia Magazine is edited for the area's community leaders and their families. It provides topical, in-depth reports on crucial and controversial issues confronting the region, plus critical reviews of the cultural, sports and entertainment scene. Articles from law enforcement to fashion, voting trends to travel, transportation to theatre, also background studies of the area's newsmakers.

Member: ABC, CRMA
Primary SRDS Classification No. 30A

Playbill

Playbill Incorporated
71 Vanderbilt Avenue
New York, NY 10169
(212) 557-5757

▶

Figures are Folio estimates for the calendar year 1984.

CITY & REGIONAL

Continued

Average Circulation

1	Southern Living	2,255,459
2	Sunset	1,393,337
3	Playbill	984,584
4	Yankee	954,941
5	New York	436,779
6	Arizona Highways	412,312
7	Texas Monthly	288,906
8	California Magazine	273,507
9	Chicago	222,911
10	Southern Accents	177,743
11	Los Angeles Magazine	164,961
12	Philadelphia Magazine	144,958
13	Washingtonian Magazine	135,861
14	Boston Magazine	119,280
15	Houston Home & Garden	85,929
16	Texas Homes	84,582
17	D	81,132
18	San Diego Magazine	57,047
19	California Business	56,735
20	Crain's Chicago Business	46,790
	Total	**8,377,754**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	California Magazine	9.2
2	Boston Magazine	5.9
3	Texas Homes	4.2
4	San Diego Magazine	4.1
5	Crain's Chicago Business	3.8
6	D	3.8
7	Washingtonian Magazine	3.2
8	Yankee	2.8
9	Chicago	2.6
10	New York	2.3
11	Southern Living	2.3
12	Los Angeles Magazine	1.6
13	Philadelphia Magazine	1.4
14	Texas Monthly	1.0
15	Playbill	0.9
16	Arizona Highways	0.3
17	California Business	ne
18	Southern Accents	ne
19	Sunset	− 1.7
20	Houston Home & Garden	− 3.3

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Southern Living	50,768
2	Yankee	25,750
3	California Magazine	23,134
4	New York	9,752
5	Playbill	8,648
6	Boston Magazine	6,610
7	Chicago	5,706
8	Washingtonian Magazine	4,246
9	Texas Homes	3,430
10	D	2,963
11	Texas Monthly	2,929
12	Los Angeles Magazine	2,601
13	San Diego Magazine	2,263
14	Philadelphia Magazine	1,970
15	Crain's Chicago Business	1,710
16	Arizona Highways	1,220
17	California Business	ne
18	Southern Accents	ne
19	Houston Home & Garden	− 2,956
20	Sunset	− 23,778
	Total	**126,966**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Los Angeles Magazine	360
2	San Diego Magazine	292
3	Washingtonian Magazine	292
4	Chicago	283
5	Boston Magazine	265
6	Southern Living	258
7	Sunset	251
8	Texas Monthly	245
9	Philadelphia Magazine	235
10	D	228
11	Yankee	188
12	Houston Home & Garden	183
13	California Business	170
14	Southern Accents	168
15	California Magazine	158
16	New York	148
17	Texas Homes	140
18	Playbill	95
19	Crain's Chicago Business	56
20	Arizona Highways	50

Total Revenue

	ad rev. + circ. rev.	$000
1	Southern Living	90,884
2	Sunset	58,194
3	New York	47,492
4	Texas Monthly	19,646
5	Yankee	18,818
6	Los Angeles Magazine	16,508
7	Chicago	13,831
8	Playbill	11,024
9	California Magazine	10,933
10	Washingtonian Magazine	9,836
11	Crain's Chicago Business	9,191
12	Philadelphia Magazine	8,837
13	Boston Magazine	8,402
14	D	7,082
15	Houston Home & Garden	6,567
16	Arizona Highways	6,220
17	Southern Accents	6,139
18	San Diego Magazine	5,841
19	California Business	5,317
20	Texas Homes	5,094
	Total	**365,856**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Boston Magazine	22.2
2	Crain's Chicago Business	20.3
3	California Magazine	18.2
4	D	18.2
5	San Diego Magazine	17.7
6	Texas Homes	13.2
7	Texas Monthly	12.8
8	Houston Home & Garden	12.0
9	Chicago	11.9
10	Los Angeles Magazine	11.6
11	Washingtonian Magazine	11.4
12	Playbill	9.4
13	Southern Living	9.3
14	Sunset	9.2
15	Philadelphia Magazine	8.4
16	New York	4.9
17	Arizona Highways	1.2
18	California Business	ne
19	Southern Accents	ne
20	Yankee	− 1.6

Subscription Revenue

		$000
1	Southern Living	33,606
2	Sunset	13,536
3	Yankee	11,927
4	New York	10,289
5	Arizona Highways	5,393
6	Texas Monthly	3,281
7	Chicago	2,631
8	Southern Accents	2,327
9	California Magazine	2,171
10	Washingtonian Magazine	1,618
11	Los Angeles Magazine	1,558
12	Philadelphia Magazine	1,309
13	Crain's Chicago Business	1,183
14	Texas Homes	1,116
15	Boston Magazine	943
16	Houston Home & Garden	866
17	D	719
18	California Business	676
19	San Diego Magazine	581
20	Playbill	164
	Total	**95,894**

Subscription Revenue

		$000
1	Southern Living	33,606
2	Sunset	13,536
3	Yankee	11,927
4	New York	10,289
5	Arizona Highways	5,393
6	Texas Monthly	3,281
7	Chicago	2,631
8	Southern Accents	2,327
9	California Magazine	2,171
10	Washingtonian Magazine	1,618
11	Los Angeles Magazine	1,558
12	Philadelphia Magazine	1,309
13	Crain's Chicago Business	1,183
14	Texas Homes	1,116
15	Boston Magazine	943
16	Houston Home & Garden	866
17	D	719
18	California Business	676
19	San Diego Magazine	581
20	Playbill	164
	Total	**95,894**

▶

ne = not estimated

MAGAZINE PROFILES

Year founded: 1884
Published: Monthly

Publisher: Arthur T. Birsh
Advertising Director: L. Robert Charles

Editorial Description: Playbill Magazine is edited to provide information necessary to the understanding and enjoyment of each Broadway play, certain Lincoln Center and Off-Broadway productions and regional attractions served. In addition to information about the attractions, it features articles, sometimes controversial, by and about theatre personalities, fashion, entertainment, dining, beauty, travel, and other service features.

Primary SRDS Classification No. 17

San Diego Magazine

San Diego Magazine
Publishing Company, Inc.
4206 W. Point Lama Blvd.
P.O. Box 85409
San Diego, CA 92138
(619) 225-8953
Year founded: 1948
Published: Monthly

Publishers: Edwin & Gloria Self
Advertising Director: Elizabeth Zongker

Other key contacts: Mary Kay Connell, Advertising Promotion Director, Demographics Coordinator

Editorial Description: San Diego Magazine is a general interest city review published to examine critically the cultural, aesthetic, political and civic issues, affairs and problems of San Diego County and California. It publishes articles, criticism, photography, opinions and ideas in the fields of city planning, politics, art, literature, theatre, music, sports, architecture, fashion, travel and resorts, industry and education. Its "What's Doing" and "Dining Out" columns provide a selective guide to the area's cultural, social and sporting events and to the area's entertainment and dining out establishments. Its travel articles emphasize cruises and travel in Europe, Mexico, Central America and the Pacific Islands.

Member: ABC

Primary SRDS Classification No. 30A

Southern Accents

W.R.C. Smith Publishing Company
1760 Peachtree Road
Atlanta, GA 30357
(404) 874-4462
Year founded: 1977
Published: Bimonthly

Publisher: Walter Mitchell, Jr.
Advertising Director: Sims Bray, Jr.

Editorial Description: Southern Accents is edited for those who recognize and appreciate the gracious lifestyle of the South. Each issue features the interiors and gardens of fine Southern residences. Departments on antiques, the arts,

▶

Figures are Folio estimates for the calendar year 1984.

CITY & REGIONAL

Continued

Avg. Subscrip. Circ.

1	Southern Living	2,109,417
2	Sunset	1,304,035
3	Yankee	878,683
4	New York	395,573
5	Arizona Highways	367,650
6	California Magazine	254,091
7	Texas Monthly	239,723
8	Chicago	198,857
9	Southern Accents	131,609
10	Philadelphia Magazine	115,896
11	Los Angeles Magazine	102,994
12	Boston Magazine	96,117
13	Washingtonian Magazine	94,099
14	Texas Homes	73,450
15	Houston Home & Garden	71,085
16	D	63,485
17	California Business	53,583
18	San Diego Magazine	45,354
19	Crain's Chicago Business	36,514
20	Playbill	10,932
	Total	**6,643,147**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Playbill	53.1
2	California Magazine	13.6
3	Crain's Chicago Business	7.4
4	Los Angeles Magazine	7.1
5	Texas Homes	6.7
6	Chicago	6.4
7	D	5.8
8	San Diego Magazine	5.4
9	Yankee	3.3
10	Boston Magazine	2.5
11	Washingtonian Magazine	2.5
12	New York	2.4
13	Southern Living	1.5
14	Philadelphia Magazine	0.6
15	Texas Monthly	0.2
16	California Business	ne
17	Southern Accents	ne
18	Sunset	−1.5
19	Arizona Highways	−2.2
20	Houston Home & Garden	−2.9

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Southern Living	31,147
2	California Magazine	30,358
3	Yankee	27,879
4	Chicago	11,934
5	New York	9,097
6	Los Angeles Magazine	6,846
7	Texas Homes	4,642
8	Playbill	3,790
9	D	3,463
10	Crain's Chicago Business	2,503
11	Boston Magazine	2,379
12	San Diego Magazine	2,314
13	Washingtonian Magazine	2,253
14	Philadelphia Magazine	703
15	Texas Monthly	472
16	California Business	ne
17	Southern Accents	ne
18	Houston Home & Garden	−2,123
19	Arizona Highways	−8,331
20	Sunset	−19,874
	Total	**109,452**

Newsstand Revenue

		$000
1	Southern Living	3,943
2	New York	3,338
3	Los Angeles Magazine	1,673
4	Sunset	1,607
5	Yankee	1,391
6	Texas Monthly	1,180
7	Southern Accents	1,093
8	Washingtonian Magazine	977
9	Arizona Highways	826
10	Philadelphia Magazine	680
11	Chicago	649
12	Boston Magazine	509
13	California Magazine	466
14	D	413
15	Houston Home & Garden	356
16	Texas Homes	334
17	San Diego Magazine	281
18	Crain's Chicago Business	160
19	California Business	80
20	Playbill	33
	Total	**19,989**

Avg. Newsstand Circ.

1	Southern Living	146,042
2	Sunset	89,302
3	Yankee	76,258
4	Los Angeles Magazine	61,967
5	Texas Monthly	49,183
6	Southern Accents	46,135
7	Arizona Highways	44,663
8	Washingtonian Magazine	41,763
9	New York	41,206
10	Philadelphia Magazine	29,062
11	Chicago	24,054
12	Boston Magazine	23,164
13	California Magazine	19,416
14	D	17,647
15	Houston Home & Garden	14,845
16	San Diego Magazine	11,693
17	Texas Homes	11,132
18	California Business	3,152
19	Crain's Chicago Business	3,084
20	Playbill	1,816
	Total	**755,584**

% Chg. Avg. News. Circ.

	1984 vs. 1983	%
1	Arizona Highways	27.2
2	Boston Magazine	22.4
3	Southern Living	15.5
4	Crain's Chicago Business	8.5
5	Playbill	6.4
6	Texas Monthly	5.3
7	Washingtonian Magazine	5.0
8	Philadelphia Magazine	4.6
9	New York	1.6
10	California Business	ne
11	Southern Accents	ne
12	San Diego Magazine	−0.4
13	Yankee	−2.7
14	D	−2.8
15	Sunset	−4.2
16	Houston Home & Garden	−5.3
17	Los Angeles Magazine	−6.4
18	Texas Homes	−9.8
19	Chicago	−20.6
20	California Magazine	−27.1

Net Chg. Avg. News. Circ.

	1984 vs. 1983	
1	Southern Living	19,621
2	Arizona Highways	9,551
3	Boston Magazine	4,232
4	Texas Monthly	2,457
5	Washingtonian Magazine	1,993
6	Philadelphia Magazine	1,267
7	New York	655
8	Crain's Chicago Business	242
9	Playbill	109
10	California Business	ne
11	Southern Accents	ne
12	San Diego Magazine	−52
13	D	−502
14	Houston Home & Garden	−834
15	Texas Homes	−1,212
16	Yankee	−2,130
17	Sunset	−3,904
18	Los Angeles Magazine	−4,245
19	Chicago	−6,228
20	California Magazine	−7,224
	Total	**13,796**

% Chg. News. Revenue

	1984 vs. 1983	%
1	Crain's Chicago Business	40.7
2	Arizona Highways	30.7
3	Boston Magazine	27.8
4	Southern Living	15.5
5	New York	9.8
6	Playbill	6.5
7	Texas Monthly	5.3
8	Washingtonian Magazine	5.0
9	Philadelphia Magazine	4.6
10	California Business	ne
11	Southern Accents	ne
12	San Diego Magazine	−0.4
13	Yankee	−2.7
14	D	−2.8
15	Sunset	−4.2
16	Houston Home & Garden	−5.2
17	Los Angeles Magazine	−6.4
18	Texas Homes	−9.7
19	Chicago	−10.7
20	California Magazine	−17.7

ne = not estimated

MAGAZINE PROFILES

design products, gardens and Southern inns are regular features.

Member: ABC

Primary SRDS Classification No. 24

Southern Living

Southern Progress Corporation
820 Shades Creek Parkway
P.O. Box 523
Birmingham, AL 35201
(205) 877-6000
Year founded: 1966
Published: Monthly

Publisher: Jim DeVira
Advertising Director: Jim DeVira
Other key contacts: H.B. "Bud" Flora, National Sales Manager

Editorial Description: Southern Living is edited for, and concerns the tastes and interests of contemporary Southerners. The magazine regularly traces developments in the areas of travel and recreation, homes and building, gardening and landscaping, and food and entertaining.

Member: ABC
Primary SRDS Classification No. 24

Sunset

Lane Publishing Co.
80 Willow Road
Menlo Park, CA 94025
(415) 321-3600
Year founded: 1898
Published: Monthly

Publisher: L.W. Lane, Jr.
Advertising Director: Richard T. Bristol
Other key contacts: James W. Baker, Eastern Advertising Sales Manager; Laurence C. Smith, Advertising Sales Manager

Editorial Description: Sunset, The Magazine of Western Living is published for the 13 Western states, including Hawaii. It is a "how-to-do-it" guide covering the areas of travel; food and entertaining; home and building; remodeling and maintenance; and gardening. It is published in four editorial zone editions so that contents may be localized within the Western region it serves.

Member: ABC
Primary SRDS Classification No. 24

Texas Homes

Southwest Media Corporation
3988 N. Central Expressway, Suite 1200
Dallas, TX 75204
(214) 827-5000
Year founded: 1977
Published: Monthly

Publisher: Ann Richardson
Advertising Director: A. James Deibel

Editorial Description: Texas Homes is a maga-▶

Magazine Profiles

zine of fine interiors for the Southwest. Each issue highlights homes, new trends in design, decorating, home furnishings and art. Editorial regular features include pictorial tours of custom and historic homes, gardens, architecture, art and design.

Member: ABC, MPA

Primary SRDS Classification No. 30A

Texas Monthly

Texas Monthly, Inc.
Post Office Box 1569
Austin, TX 78767
(512) 476-7085
Year founded: 1973
Published: Monthly

Publisher: Michael R. Levy
Advertising Director: Roger Tremblay
Other key contacts: Mollie Hawkins Sharpe, Marketing Director; Pam Chrane Herries, Assistant Advertising Director; Doug Roeder, National Sales Manager

Editorial Description: Texas Monthly is edited for the urban Texas audience and covers the state's politics, sports, business, culture and changing lifestyles. It contains lengthy feature articles, reviews and interviews; it presents critical analysis of popular books, movies and plays including regular entertainment throughout the state.

Member: ABC

Primary SRDS Classification No. 30A

The Washingtonian Magazine

Washington Magazine, Inc.
1828 L Street N.W., Suite 200
Washington, DC 20036
(202) 296-3600
Year founded: 1965
Published: Monthly

Publisher: Eleanor Merrill
Advertising Director: Edward Mansfield
Other key contacts: Christopher P. Westfall, Sales Development Manager

Editorial Description: The Washingtonian Magazine is edited for the educated, active residents of the Washington, D.C. area. It features photography and in-depth articles about both the federal city of Washington and the metropolitan area surrounding the District of Columbia. Regular columns cover dining out, wine, real estate, money, people, movies, beauty, fashion, antiques, shopping, sports, travel, the arts; there is a monthly calendar of things to do and places to go.

Member: ABC

Primary SRDS Classification No. 30A

Yankee

Yankee Publishing Inc.
Main Street
Dublin, NH 03444
(603) 563-8111
Year founded: 1935
Published: Monthly

Publisher: C. Robertson Trowbridge
Advertising Director: Clint Sperry

Editorial Description: Yankee is published for New Englanders everywhere. Contents (all New England) include fiction, poetry, articles, photo essays, food, travel, shopping, as well as other service departments.

Member: ABC, MPA

Primary SRDS Classification No. 22

THE MAGNET
The new CBS Magazine Network

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☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Computing

Market Highlights

CIRCULATION:

SOME DRAMATIC SUB GAINS; NEWSSTAND FALTERS

Top circ book last year, *Computers & Electronics*, closed its covers this year. Filling *C&E*'s number one spot is *Personal Computing*, with a circulation of 545,682. Debuting in The FOLIO:400 is *Family Computing*, Scholastic's broad appeal computer pub with a third-place circulation of 349,439. *Byte* moves into the second position with an average circ of 398,420.

IBM computer aficionados put *PC World* in the top spot for overall circulation gains versus 1983, up 94.8%. *Compute!*, last year's top total circ gainer, grows again this year with a number two boost of 42.1%.

Consumers practically pull the plug on computer titles at the newsstand. Last year, three books recorded *three-digit* newsstand growth. This year, all but two titles *lose* single-copy sales.

AD PAGES:

PC, PC WORLD POST INCREASES AMIDST OTHERS' DECLINES

This year's ad-page-gain printout looks like last year's, only upside down. Total pages for the market drop from 26,129 to 23,062, although it still counts 11 titles for advertisers to choose from. But advertisers still pursue IBM hackers. *PC* (number one) and *PC World* (number two) up ad pages 31.4% and 30.3% versus 1983, and FOLIO:400 newcomer *Compute!'s Gazette* collects 1,050 total ad pages.

REVENUE:

REVENUES REMAIN POSITIVE

The ad revenue story for this category hardly jibes with the ad page story, but here it is: Every book but one boosts ad revenues versus 1983, one in triple digits. Five books lift ad dollars in the double digits, the *lowest* of those gains being 13.9%. In other revenue measurements, number one *PC World* can't seem to record an increase of less than 100%: Total revenues are up 133.1%; sub revenues +175.7%.

COMPUTING

Ad Pages

1 PC	5,627
2 Byte	3,928
3 PC World	2,711
4 InfoWorld	2,332
5 Personal Computing	1,910
6 Creative Computing	1,448
7 Popular Computing	1,217
8 80 Micro	1,177
9 Compute!'s Gazette	1,050
10 Compute!	986
11 Family Computing	696
Total	23,082

% Chg. Ad Pages

1984 vs. 1983	%
1 PC	31.4
2 PC World	30.3
3 Compute!'s Gazette	ne
4 Family Computing	ne
5 Byte	-9.3
6 InfoWorld	-15.1
7 Popular Computing	-18.2
8 Personal Computing	-21.3
9 Creative Computing	-32.5
10 Compute!	-46.0
11 80 Micro	-46.6

Net Chg. Ad Pages

1984 vs. 1983	
1 PC	1,344
2 PC World	631
3 Compute!'s Gazette	ne
4 Family Computing	ne
5 Popular Computing	-271
6 Byte	-402
7 InfoWorld	-414
8 Personal Computing	-517
9 Creative Computing	-696
10 Compute!	-823
11 80 Micro	-1,029
Total	-119

Avg. Ad Pages/Copy

1 Byte	302
2 PC	225
3 PC World	194
4 Personal Computing	159
5 Creative Computing	121
6 80 Micro	98
7 Popular Computing	94
8 Compute!'s Gazette	88
9 Compute!	80
10 Family Computing	58
11 InfoWorld	45

Ad Revenue

	$000
1 PC	30,888
2 Byte	30,334
3 PC World	19,806
4 Personal Computing	18,245
5 Creative Computing	8,500
6 InfoWorld	7,569
7 Popular Computing	7,529
8 Compute!	6,109
9 Family Computing	6,162
10 Compute!'s Gazette	4,045
11 80 Micro	2,176
Total	141,363

% Chg. Ad Revenue

1984 vs. 1983	%
1 PC World	149.0
2 PC	93.1
3 Popular Computing	42.6
4 Compute!	36.2
5 Personal Computing	23.0
6 Byte	13.9
7 InfoWorld	3.6
8 Creative Computing	2.4
9 Compute!'s Gazette	ne
10 Family Computing	ne
11 80 Micro	-30.3

Net Chg. Ad Revenue

1984 vs. 1983	$000
1 PC	14,888
2 PC World	11,852
3 Byte	3,699
4 Personal Computing	3,412
5 Popular Computing	2,249
6 Compute!	1,624
7 InfoWorld	266
8 Creative Computing	199
9 Compute!'s Gazette	ne
10 Family Computing	ne
11 80 Micro	-945
Total	37,244

Avg. Edit. Pgs./Copy

1 Byte	222
2 PC	193
3 PC World	151
4 Creative Computing	137
5 80 Micro	132-
6 Popular Computing	112
7 Compute!	104
8 Compute!'s Gazette	102
9 Family Computing	72
10 InfoWorld	47
11 Personal Computing	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

BYTE

The Small Systems Journal

McGraw-Hill Information Systems Company—
Computers & Communications Information
Group
70 Main Street
Peterborough, NH 03458
(603) 924-9281
Year founded: 1975
Published: Monthly

Publisher: Harry Brown
Advertising Director: Peter Huestis
Other key contacts: Lisa Wozmak, Advertising Supervisor; Horace Howland, Director of Marketing Communications

Editorial Description: BYTE is a magazine edited for knowledgeable microcomputer owners and users for both business and personal applications. BYTE explores a different theme each month in depth and also provides a variety of feature articles that emphasize new technology, describe innovative applications of personal computers, and give previews of major new hardware and software products. Reviews provide formal appraisal of machines, peripherals, languages, applications programs, programming tools and operating systems.

Member: ABC

Primary SRDS Classification No. 10A

COMPUTE!

COMPUTE! Publications, Inc.
324 W. Wendover Avenue, Suite 200
P.O. Box 5406 (Zip Code 27403)
Greensboro, NC 27408
(919) 275-9809
Year founded: 1979
Published: Monthly

Publisher: Gary R. Ingersoll
Advertising Director: Kenneth J. Woodard

Editorial Description: COMPUTE! is devoted to the application of personal computers in home, educational and other consumer settings. Edited for users and others ranging from novice to advanced. Content centers on personal computer products from Atari, Inc.; Apple, Inc.; Commodore Business Machines, Inc.; IBM and other consumer computer manufacturers. Regular features include "The World Inside the Computer," edited for parents and children with computers; "Telecommunications," exploring use of personal computers in larger networks; "Computers and Society," exploring present and future impact of personal computers on society; articles and computer programs devoted to use and application in home, educational and business; scientific environments.

Member: ABC

Primary SRDS Classification No. 10A

COMPUTE!'s Gazette

COMPUTE! Publications, Inc.
324 W. Wendover Avenue, Suite 200
P.O. Box 5406 (Zip Code 27403)
Greensboro, NC 27408
(919) 275-9809
Year founded: 1983
Published: Monthly

Publisher: Gary R. Ingersoll
Advertising Director: Kenneth J. Woodard

Editorial Description: COMPUTE!'s Gazette is a monthly magazine specifically edited for owners and users of Commodore personal computers. Designed for beginning to intermediate users, monthly features include columns, reader feedback, tutorials on programming and computer use, product reviews, and ready-to-type listings of games, home applications and educational programs.

Member: ABC

Primary SRDS Classification No. 10A

Creative Computing

Ahl Computing, Inc.
One Park Avenue
New York, NY 10016

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Figures are Folio estimates for the calendar year 1984.

COMPUTING

Continued

Average Circulation

1	Personal Computing	545,682
2	Byte	398,420
3	Family Computing	349,439
4	Compute!	345,147
5	Popular Computing	284,870
6	Compute!'s Gazette	273,183
7	PC World	233,018
8	Creative Computing	230,942
9	PC	160,697
10	InfoWorld	117,623
11	80 Micro	106,783
	Total	**3,045,804**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	PC World	94.8
2	Compute!	42.1
3	InfoWorld	30.1
4	PC	29.5
5	Personal Computing	26.7
6	Popular Computing	7.9
7	Byte	3.4
8	Compute!'s Gazette	ne
9	Family Computing	ne
10	Creative Computing	−2.7
11	80 Micro	−13.9

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Personal Computing	115,142
2	PC World	113,375
3	Compute!	102,338
4	PC	36,652
5	InfoWorld	27,184
6	Popular Computing	20,944
7	Byte	13,040
8	Compute!'s Gazette	ne
9	Family Computing	ne
10	Creative Computing	−6,288
11	80 Micro	−17,187
	Total	**405,200**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Byte	524
2	PC	418
3	PC World	345
4	Creative Computing	258
5	80 Micro	230
6	Popular Computing	206
7	Compute!'s Gazette	189
8	Compute!	185
9	Family Computing	130
10	InfoWorld	92
11	Personal Computing	ne

Total Revenue

	ad rev. + circ. rev.	$000
1	Byte	41,274
2	PC	37,305
3	Personal Computing	26,487
4	PC World	25,568
5	Compute!	15,486
6	Creative Computing	14,478
7	Popular Computing	12,473
8	Compute!'s Gazette	11,375
9	Family Computing	10,884
10	InfoWorld	10,578
11	80 Micro	5,491
	Total	**211,399**

% Chg. Total Revenue

	1984 vs. 1983	%
1	PC World	133.1
2	PC	92.1
3	Compute!	42.5
4	Popular Computing	23.1
5	Personal Computing	21.7
6	Byte	12.6
7	InfoWorld	7.1
8	Compute!'s Gazette	ne
9	Family Computing	ne
10	Creative Computing	−3.5
11	80 Micro	−25.8

Subscription Revenue

		$000
1	Personal Computing	6,124
2	Byte	6,111
3	Creative Computing	3,317
4	Compute!	3,280
5	Family Computing	3,020
6	Compute!'s Gazette	2,819
7	PC World	2,619
8	Popular Computing	2,554
9	PC	2,508
10	InfoWorld	2,238
11	80 Micro	1,850
	Total	**36,440**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	PC World	175.7
2	PC	107.4
3	Compute!	82.3
4	Personal Computing	42.2
5	Creative Computing	30.3
6	InfoWorld	23.8
7	Popular Computing	23.8
8	Byte	9.4
9	Compute!'s Gazette	ne
10	Family Computing	ne
11	80 Micro	−18.4

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n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

(212) 503-5030
Year founded: 1974
Published: Monthly

Publisher: Bill David

Editorial Description: Creative Computing magazine contains in-depth evaluations of computers, peripherals and software; articles by thinkers and doers in the field, and a diversity of applications and software that run directly on most small computers. Applications and programming techniques are published for the various levels of expertise. New ideas in the field are published in such a way that a business manager, a student, or a corporate executive can understand and use them.

Member: BPA

Primary SRDS Classification No. 10A

80 Micro

CW Communications/Peterborough
80 Pine Street
Peterborough, NH 03458
(603) 924-9471
Year founded: 1980
Published: Monthly

Publisher: Peter Hutchinson
Advertising Director: William J. Smith
Other key contacts: Elizabeth Jane Butterfield, Marketing Director

Editorial Description: 80 Micro is for microcomputerists at all levels of experience, whether for business, education, science or the home. It centers on the TRS-80 computer system, providing a range of user software, evaluations of the accessories available, and instruction on the use and development of the system. Articles are aimed at helping the non-data processing businessman cope with this new breed of low cost computer and what it can do.

Member: ABC

Primary SRDS Classification No. 10A

Family Computing

Scholastic Inc.
730 Broadway
New York, NY 10003
(212) 505-3580
Year founded: 1983
Published: Monthly

Publisher: Shirrel Rhoades
Advertising Director: Glenn Gray
Other key contacts: Paul Reiss, Associate Publisher

Editorial Description: Family Computing is aimed at prospective, beginner, or intermediate users of personal computers, with an emphasis on home use. Articles focus on experiences of actual computer owners, with practical home applications for readers. Regular features include Buyer's Guides, with comprehensive product comparisons, and New Hardware previews. Each month the Software Guide and Sofware Reviews rate two dozen home management/business, educational, and entertainment programs. Other articles cover the integrations of home and school computing, home and money management techniques, and tips on telecomputing. Plus, in every issue, Family Computing presents original programs for major computer brands.

Member: ABC

Primary SRDS Classification No. 10A

InfoWorld

Popular Computing, Inc.
1060 Marsh Road, Suite C-200
Menlo Park, CA 94025
(415) 328-4602
Year founded: 1979
Published: Weekly

Publisher: Thomas W. Casalegno
Advertising Director: Jim Curtis, Associate Publisher
Other key contacts: Bruce A. Frymire, Director, Corporate Marketing/Advertising

Editorial Description: InfoWorld is a newsweekly about the personal computer industry. InfoWorld reports on the news, provides new product ▶

Figures are Folio estimates for the calendar year 1984.

COMPUTING
Continued

Avg. Subscrip. Circ.

1	Personal Computing	478,576
2	Byte	293,452
3	Family Computing	285,852
4	Popular Computing	211,334
5	Compute!	172,911
6	Creative Computing	155,781
7	PC World	148,975
8	Compute!'s Gazette	133,309
9	InfoWorld	108,038
10	PC	107,691
11	80 Micro	76,249
	Total	**2,172,168**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	PC World	183.6
2	PC	92.4
3	Compute!	92.2
4	Personal Computing	34.9
5	InfoWorld	34.8
6	Creative Computing	29.9
7	Popular Computing	23.5
8	Byte	8.2
9	Compute!'s Gazette	ne
10	Family Computing	ne
11	80 Micro	–0.8

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Personal Computing	123,936
2	PC World	96,440
3	Compute!	82,945
4	PC	51,720
5	Popular Computing	40,236
6	Creative Computing	35,881
7	InfoWorld	27,902
8	Byte	22,301
9	Compute!'s Gazette	ne
10	Family Computing	ne
11	80 Micro	–605
	Total	**480,756**

Newsstand Revenue

		$000
1	Compute!	6,097
2	Byte	4,829
3	Compute!'s Gazette	4,511
4	PC	3,909
5	PC World	3,143
6	Creative Computing	2,661
7	Popular Computing	2,390
8	Personal Computing	2,118
9	Family Computing	1,702
10	80 Micro	1,466
11	InfoWorld	771
	Total	**33,597**

Avg. Newsstand Circ.

1	Compute!	172,236
2	Compute!'s Gazette	139,874
3	Byte	104,969
4	Creative Computing	75,161
5	Popular Computing	73,536
6	PC World	71,487
7	Personal Computing	67,106
8	Family Computing	63,587
9	PC	53,006
10	80 Micro	30,535
11	InfoWorld	9,585
	Total	**861,082**

% Chg. Avg. News. Circ.

	1984 vs. 1983	%
1	PC World	14.2
2	Compute!	12.7
3	Compute!'s Gazette	ne
4	Family Computing	ne
5	InfoWorld	–7.0
6	Byte	–8.1
7	Personal Computing	–11.6
8	Popular Computing	–20.8
9	PC	–22.1
10	80 Micro	–35.2
11	Creative Computing	–35.9

Net Chg. Avg. News. Circ.

	1984 vs. 1983	
1	Compute!	19,392
2	PC World	8,879
3	Compute!'s Gazette	ne
4	Family Computing	ne
5	InfoWorld	–719
6	Personal Computing	–8,794
7	Byte	–9,261
8	PC	–15,069
9	80 Micro	–16,583
10	Popular Computing	–19,293
11	Creative Computing	–42,169
	Total	**–83,617**

% Chg. News. Revenue

	1984 vs. 1983	%
1	PC	77.0
2	PC World	52.1
3	Compute!	33.0
4	Byte	9.2
5	InfoWorld	0.5
6	Compute!'s Gazette	ne
7	Family Computing	ne
8	Popular Computing	–14.2
9	Personal Computing	–19.1
10	80 Micro	–27.2
11	Creative Computing	–35.9

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

information, reviews new products, analyzes the trends and provides authoritative "insider" information to microcomputer users who have a professional need to know about personal computing.

Member: ABC
Primary SRDS Classification No. 10A

PC
The Independent Guide to IBM Personal Computers

PC Communications Corporation
One Park Avenue
New York, NY 10016
(212) 503-5100
Year founded: 1981
Published: Biweekly

Publisher: Jeff Weiner
Advertising Director: Eugene Duncan

Editorial Description: PC addresses the needs and interests of IBM Personal Computer (PC) and PC-XT owners and users. It explores software peripherals, and applications for the PC and PC-compatible computers.
Member: BPA
Primary SRDS Classification No. 10A

PC World

PC World Communications, Inc.
555 De Haro Street
San Francisco, CA 94107
(415) 861-3861
Year founded: 1983
Published: Monthly

Publisher: David Bunnell
Associate Publisher: Jim E. Martin, Director of Marketing and Advertising Sales

Editorial Description: PC World is the personal computer magazine for users of IBM-standard personal computers. Written for both technical and non-technical readers, its content covers state-of-the-art developments, software and hardware reviews, user profiles and general news of interest to the PC community.

Member: BPA
Primary SRDS Classification No. 10A

Personal Computing

Hayden Publishing Company, Inc.
10 Mulholland Drive
Hasbrouck Heights, NJ 07604
(201) 393-6165
Published: Monthly

Publisher: Robert J. Lydon
Advertising Directors: Robert P. Pavone, William Knickel

Editorial Description: Personal Computing has an editorial content designed to serve people whose curiosity about the benefits of personal computer use is developing into serious interest and active involvement. Articles and features serve that level of interest and involvement without demanding years of experience or advanced knowledge of the technology.

Member: ABC
Primary SRDS Classification No. 10A

Popular Computing

McGraw-Hill Information Systems Company—Computers & Communications Information Group
70 Main Street
Peterborough, NH 03458
(603) 924-9281
Year founded: 1979
Published: Monthly

Publisher: Harry Brown
Advertising Director: William J. Boyle
Other key contacts: Barbara Hoy, Advertising Supervisor; Horace Howland, Director of Marketing Communications

Editorial Description: Popular Computing presents news and trends in technology, reviews of important microcomputer systems, peripherals, software and online services, solution-oriented articles, commentary on issues facing serious computer users and practical advice on making the microcomputer a more effective productivity tool for managers and professionals.

Member: ABC
Primary SRDS Classification No. 10A

Figures are FOLIO estimates for the calendar year 1984.

Culinary

Market Highlights

CIRCULATION:

SUBSCRIPTION-RICH CATEGORY ADDS SUBSCRIBERS

Subscriptions account for nearly 90% of this three-book market's total circulation of 2,510,211. All three books boost sub figures, led by *Food & Wine* with a 12% increase. *FW* scores the only gains at newsstand, though on a smaller base. *Bon Appetit*'s circulation continues to dominate the category at 1,301,137.

AD PAGES:

BON APPETIT LIVES WELL

Market leader *Bon Appetit* posts a 10% gain in ad pages for a total of 1,116. *Gourmet* runs a close second in total pages at 995, but *Food & Wine* tops it in percentage page gains, up 7.3%.

REVENUE:

RIGHT INGREDIENTS SWEETEN TOTAL REVENUE

In 1983, now defunct *Cuisine* placed number two or three in all revenue measurements. Despite its 1984 absence, the category's total revenue only slips some 13.5%. All three titles up total revenue, but *Food & Wine* puts in the strongest showing. *FW* sweeps all three revenue growth measurements with double-digit increases. Newsstand losses bite into otherwise strong performances by *Gourmet* and *Bon Appetit*.

CULINARY

Ad Pages

1 Bon Appetit	1,116
2 Gourmet	995
3 Food & Wine	506
Total	**2,617**

% Chg. Ad Pages

1984 vs. 1983

	%
1 Bon Appetit	10.0
2 Food & Wine	7.3
3 Gourmet	6.7

Net Chg. Ad Pages

1984 vs. 1983

1 Bon Appetit	101
2 Gourmet	62
3 Food & Wine	35
Total	**198**

Avg. Ad Pages/Copy

1 Bon Appetit	93
2 Gourmet	83
3 Food & Wine	42

Ad Revenue

	$000
1 Bon Appetit	24,101
2 Gourmet	13,915
3 Food & Wine	5,777
Total	**43,793**

% Chg. Ad Revenue

1984 vs. 1983

	%
1 Food & Wine	18.8
2 Gourmet	18.4
3 Bon Appetit	17.1

Net Chg. Ad Revenue

1984 vs. 1983

	$000
1 Bon Appetit	3,518
2 Gourmet	2,158
3 Food & Wine	914
Total	**6,590**

Avg. Edit. Pgs./Copy

1 Gourmet	107
2 Bon Appetit	72
3 Food & Wine	48

Average Circulation

1 Bon Appetit	1,301,137
2 Gourmet	659,452
3 Food & Wine	549,622
Total	**2,510,211**

% Chg. Avg. Circ.

1984 vs. 1983

	%
1 Food & Wine	12.2
2 Gourmet	5.3
3 Bon Appetit	0.0

Net Chg. Avg. Circ.

1984 vs. 1983

1 Food & Wine	59,698
2 Gourmet	32,925
3 Bon Appetit	643
Total	**93,266**

Avg. Total Pgs./Copy

ad pages + edit. pages

1 Gourmet	190
2 Bon Appetit	165
3 Food & Wine	90

▶

MAGAZINE PROFILES

Bon Appetit

Bon Appetit Publishing Corporation
2 Grand Central Tower
140 East 45th Street
New York, NY 10017
(212) 687-1255
Published: Monthly

Publisher: Robert S. Phelps
Advertising Director: George B. Dippy
Other key contacts: Mark Davis, Eastern Manager; Robert J. Nordloh, Midwestern; Richard J. Splittorf, Western
Editorial Description: Bon Appetit is edited for food enthusiasts. Stressing the connection between food and people, the editorial focus is on recipes, wine and spirits, and travel to destinations of epicurean interest. Features include a variety of cooking and entertaining ideas with precise instructions for readers at all skill levels. The editorial mix provides approaches developed by both food enthusiasts and professionals. Five monthly columns are based on recipes and food and wine queries contributed by readers themselves. The lifestyle of this intensely involved, affluent audience puts them in the vanguard of quality consumers.

Member: ABC

Primary SRDS Classification No. 18

Food & Wine

The Guide to Good Taste

American Express Publishing Corp.
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1978
Published: Monthly

Publisher: Thomas O. Ryder
Ad Director: James S. Berrien
Other key contacts: Louis S. Benincasa, Vice President Media Research, Sales Development
Editorial Description: Food & Wine, The Guide ▶

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☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Figures are FOLIO estimates for the calendar year 1984.

CULINARY

Continued

Avg. Subscrip. Circ.

1 Bon Appetit	1,147,925
2 Food & Wine	532,219
3 Gourmet	531,605
Total	**2,211,749**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 Food & Wine	12.0
2 Gourmet	9.1
3 Bon Appetit	2.5

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 Food & Wine	57,066
2 Gourmet	44,551
3 Bon Appetit	28,004
Total	**129,621**

Newsstand Revenue

	$000
1 Bon Appetit	3,585
2 Gourmet	3,068
3 Food & Wine	407
Total	**7,060**

Avg. Newsstand Circ.

1 Bon Appetit	153,212
2 Gourmet	127,847
3 Food & Wine	17,403
Total	**298,462**

% Chg. Avg. News. Circ.

1984 vs. 1983	%
1 Food & Wine	17.8
2 Gourmet	−8.3
3 Bon Appetit	−15.2

Net Chg. Avg. News. Circ.

1984 vs. 1983	
1 Food & Wine	2,632
2 Gourmet	−11,627
3 Bon Appetit	−27,361
Total	**−36,356**

% Chg. News. Revenue

1984 vs. 1983	%
1 Food & Wine	17.7
2 Gourmet	−8.3
3 Bon Appetit	−17.3

Total Revenue

ad rev. + circ. rev.	$000
1 Bon Appetit	40,859
2 Gourmet	24,876
3 Food & Wine	14,328
Total	**80,063**

% Chg. Total Revenue

1984 vs. 1983	%
1 Food & Wine	16.1
2 Gourmet	9.6
3 Bon Appetit	7.8

Subscription Revenue

	$000
1 Bon Appetit	13,173
2 Food & Wine	8,144
3 Gourmet	7,893
Total	**29,210**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Food & Wine	14.3
2 Gourmet	3.9
3 Bon Appetit	1.4

MAGAZINE PROFILES

to Good Taste is edited for those interested in various aspects of food, wine, entertaining and travel. Each issue contains articles on a variety of subjects of particular interest to the gourmet, including: the procuring and preparation of fine food; candid evaluation of wines, cookbooks, restaurants; specialty food products and equipment; gastronomic tradition; design; party planning; news of what and where the famous are eating; meals for the single diner, etc. At least 40 recipes are presented each month, some adapted to low calorie or specialty diets. In addition, there are regular features by authors not generally associated with food subjects.

Member: ABC

Primary SRDS Classification No. 18

Gourmet

The Magazine of Good Living

The Conde Nast Publications Inc.
560 Lexington Avenue
New York, NY 10022
(212) 371-1330
Year founded: 1941
Published: Monthly

Publisher: Verne Westerberg
Advertising Director: Richard Barthelmes
Other key contacts: Jonathan Newhouse, Business Manager; Pete Hunsinger, Eastern Advertising Manager; Lynne Berentsen, Director of Marketing and Promotion

Editorial Description: Gourmet is edited for those who are interested in the various aspects of "good living"—i.e., the preparation of fine food, wine, dining out, sports and travel. One or two foreign cities are explored each month. Travel features include historical and artistic matters of interest, natural and architectural wonders, museums, opera houses, churches and cathedrals, and shops. Articles include the history of various foods, writers' personal experiences, restaurant and hotel recommendations, exclusive resorts, menus, recipes, and gift suggestions.

Member: ABC

Primary SRDS Classification No. 18

Winers and Diners! Every day!

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THE NATION'S NEWSPAPER
USA TODAY
VIA SATELLITE

It works every day!

Source: SMRB 1984

General Interest

Market Highlights

CIRCULATION:

GAINS/LOSSES SPLIT 50/50

Circulation gains and losses are split 50/50 among the 25 General Interest titles. Overall, the market boosts its total circulation to 74,578,070—still the largest in The FOLIO:400.

A real boost comes at the *Saturday Evening Post*, which rises from number 23 in overall circulation gains in 1983 to number one in '84. *Smithsonian* repeats its number one performance of last year scoring the biggest newsstand gain—78.6%. And the big winner in subs is *On Cable*, with a 91.3% increase. *Smithsonian* and *On Cable* also take the two top spots, respectively, in net circulation increases.

Reader's Digest's circulation of nearly 18 million keeps it in the number one position. But number two *TV Guide*, with a healthy lift in subscriptions, now trails *RD* by only 709,245 copies. Also, *TV Guide* leads all titles at newsstand with a single-copy circulation double that of a distant number two.

AD PAGES:

PEOPLE MOVES TO #1

Ranked third in ad pages last year, *People Weekly* this year nabs the number one spot with 4,063 advertising pages. *TV Guide* and *The New Yorker* move to numbers two and three respectively. This high-powered trio of weeklies increase their ad-page share of this market to an amazing 40+%.

Boasting some power of its own, *National Examiner* leads in the percentage gain of ad pages, posting a 22.1% increase. Also, *The Atlantic* makes a strong showing in the number three spot with a 14.8% gain. *People* ranks a distant first in net pages gained, followed by *TV Guide* and *National Examiner.*

REVENUE:

AD DOLLARS TOP ONE BILLION

This second-largest FOLIO:400 category's 1984 ad revenues top the $1 billion mark for the first time. Top honor for the largest percentage gain in ad revenues goes to *National Examiner,* followed by *People* and *The Atlantic.*

On Cable's top-ranked subscription gain no doubt contributes greatly to its revenue picture, helping it to the number one position in total revenue gains.

Sub revenues leap 52.9% at the *Saturday Evening Post,* leading all other sub increases. *Smithsonian*'s number one newsstand performance produces the biggest jump in newsstand revenues, 100.2%, another repeat first place performance from last year.

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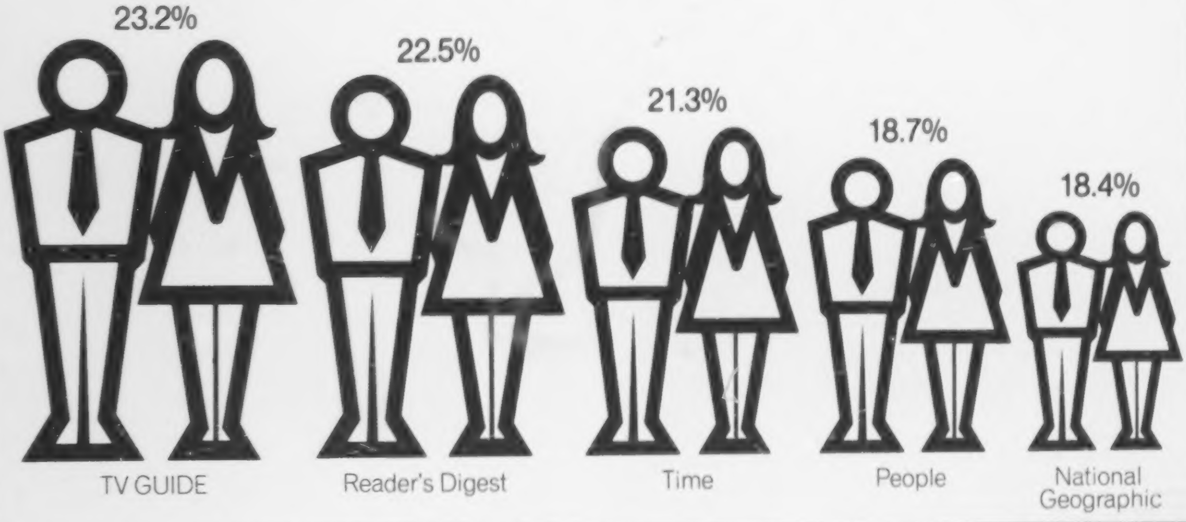

SOURCE: SMRB. 1985. Special Tabulation.

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With more than 39 million adult readers every week, TV Guide is looking good.

TV GUIDE

TRIANGLE PUBLICATIONS, INC

GENERAL INTEREST

Ad Pages

1	People Weekly	4,063
2	TV Guide	3,800
3	The New Yorker	3,539
4	National Enquirer	1,404
5	Esquire	1,357
6	Ebony	1,100
7	Rolling Stone	1,087
8	Reader's Digest	1,076
9	Smithsonian	1,012
10	Yankee	975
11	Jet	973
12	Star	936
13	Globe	930
14	Life	762
15	National Examiner	728
16	Connoisseur	702
17	The Atlantic	591
18	Us	449
19	Grit	365
20	Vanity Fair	335
21	Saturday Evening Post	330
22	Psychology Today	321
23	National Geographic	282
24	On Cable	165
25	Better Living	49
	Total	**27,331**

% Chg. Ad Pages

1984 vs. 1983

		%
1	National Examiner	22.1
2	People Weekly	17.8
3	The Atlantic	14.8
4	On Cable	10.7
5	Grit	8.2
6	Esquire	7.8
7	Smithsonian	7.7
8	National Geographic	6.9
9	Ebony	4.8
10	TV Guide	4.6
11	Psychology Today	4.3
12	Reader's Digest	4.2
13	Life	3.7
14	Better Living	ne
15	Connoisseur	ne
16	Globe	0.0
17	National Enquirer	0.0
18	Star	0.0
19	The New Yorker	– 2.8
20	Jet	– 3.9
21	Rolling Stone	– 7.3
22	Saturday Evening Post	– 12.7
23	Yankee	– 14.1
24	Us	– 17.6
25	Vanity Fair	– 34.9

Net Chg. Ad Pages

1984 vs. 1983

1	People Weekly	614
2	TV Guide	166
3	National Examiner	132
4	Esquire	98
5	The Atlantic	76
6	Smithsonian	72
7	Ebony	50
8	Reader's Digest	43
9	Grit	28
10	Life	27
11	National Geographic	18
12	On Cable	16
13	Psychology Today	13
14	Better Living	ne
15	Connoisseur	ne
16	Globe	0
17	National Enquirer	0
18	Star	0
19	Jet	– 40
20	Saturday Evening Post	– 48
21	Rolling Stone	– 85
22	Us	– 96
23	The New Yorker	– 103
24	Yankee	– 160
25	Vanity Fair	– 180
	Total	**643**

Avg. Ad Pages/Copy

1	Esquire	113
2	Ebony	92
3	Reader's Digest	90
4	Smithsonian	84
5	Yankee	81
6	People Weekly	80
7	TV Guide	73
8	The New Yorker	68
9	Connoisseur	59
10	Life	59
11	The Atlantic	49
12	Rolling Stone	45
13	Saturday Evening Post	37
14	Vanity Fair	28
15	National Enquirer	27
16	Psychology Today	27
17	National Geographic	24
18	Jet	19
19	Globe	18
20	Star	18
21	Us	16
22	National Examiner	14
23	On Cable	14
24	Better Living	12
25	Grit	7

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

The Atlantic

The Atlantic Monthly Co.
8 Arlington Street
Boston, MA 02116
(617) 536-9500
Year founded: 1857
Published: Monthly

Publishing Director: Chip Block
Associate Publishers: Susannah Pask; James Sheridan

Editorial Description: The Atlantic, The Magazine of Public Affairs and the Arts, addresses the contemporary issues of our world through reporting, commentary, criticism, humor, fiction and poetry.

Member: ABC

Primary SRDS Classification No. 22

Better Living

Humdinger Publications
1775 Broadway
New York, NY 10019
(212) 581-2000

Year founded: 1980
Published: Quarterly

Publisher: Ralph Ginzburg
Advertising Director: Richard K. Greene

Editorial Description: Better Living is a comprehensive service publication covering home, garden, health, fitness, cars, recreation, personal finance, repairs, decor, food, fishing, camping, the outdoors, travel, photography, sports, boating, crafts, hobbies. Better Living serves the interests of men and women.

Primary SRDS Classification No. 22A

Connoisseur

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-6518
Year founded: 1901
Published: Monthly

Publisher: David A. McCann
Advertising Director: Charlotte A. Perkins

Editorial Description: Connoisseur magazine is a discerning guide to style and standard of living. Every month Connoisseur defines, discusses, and judges quality in the fine arts, architecture, theatre, food, wines, fashion, travel, interiors, and the creative aspirations of people.

Member: ABC

Primary SRDS Classification No. 22

EBONY

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Year founded: 1945
Published: Monthly

Publisher: John H. Johnson
Advertising Director: Dennis H. Boston, Vice President
Other key contacts: Lincoln T. Hudson, Senior Vice President; H. John Alex, Vice President; Jeff Burns, Vice President

Editorial Description: EBONY is a black-oriented, general, picture magazine dealing primarily with contemporary topics. Feature articles deal with education, history, politics, literature, art, business, personalities, civil rights, sports, entertainment, music and social events. Regular monthly departments include "Speaking of People," "Fashion Fair," "Ebony Book Shelf," "Date With a Dish" (culinary art), "Letters to the Editor," "Backstage," "The Ebony Advisor," "Strictly For Laughs." The August issue is devoted to an in-depth treatment of one aspect of current life in Black America such as civil rights, youth, segregation.

Member: ABC, PIB

Primary SRDS Classification No. 22

Esquire

Esquire Associates
2 Park Avenue
New York, NY 10016
(212) 561-8100
Year founded: 1933
Published: Monthly

Publisher: Alan Greenberg
Advertising Director: Mike Trainor
Other key contacts: Chris Whittle, Chairman; Phillip Moffitt, President and Editor in Chief

Editorial Description: Esquire deals with the real and rapidly changing world of the American man in today's society. Each issue delivers practical information and counsel on a broad range of relevant subjects—business, politics, health and fitness, sports and the arts. Also, fashion, travel, personal profiles and fiction.

Member: ABC

Primary SRDS Classification No. 30

GLOBE

Globe Communications Corp.
1440 St. Catherine Street West
Montreal, Quebec H3G 1S2
(P.O. Box 51, Rouses Point, NY 12979)
(514) 866-7744
Published: Weekly

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Figures are Folio estimates for the calendar year 1984.

GENERAL INTEREST

Continued

Ad Revenue

		$000
1	TV Guide	304,265
2	People Weekly	232,888
3	Reader's Digest	111,854
4	The New Yorker	60,167
5	Life	35,007
6	Ebony	32,518
7	Smithsonian	30,726
8	National Geographic	30,004
9	Esquire	29,888
10	National Enquirer	29,296
11	Rolling Stone	22,469
12	Star	20,183
13	Jet	10,357
14	Us	8,199
15	The Atlantic	6,745
16	Globe	5,508
17	Psychology Today	5,509
18	Yankee	5,500
19	Connoisseur	4,619
20	Vanity Fair	4,037
21	Saturday Evening Post	3,622
22	National Examiner	3,469
23	On Cable	2,950
24	Grit	2,071
25	Better Living	350
	Total	1,002,201

% Chg. Ad Revenue

1984 vs. 1983

		%
1	National Examiner	38.3
2	People Weekly	32.7
3	The Atlantic	28.1
4	Esquire	22.7
5	Life	19.8
6	Smithsonian	19.6
7	Jet	15.1
8	TV Guide	12.9
9	Ebony	11.8
10	Reader's Digest	10.0
11	On Cable	9.7
12	National Geographic	9.6
13	The New Yorker	5.2
14	Rolling Stone	4.0
15	National Enquirer	3.5
16	Star	2.6
17	Globe	2.0
18	Psychology Today	0.9
19	Better Living	ne
20	Connoisseur	ne
21	Saturday Evening Post	- 10.2
22	Grit	- 10.4
23	Yankee	- 10.7
24	Us	- 11.6
25	Vanity Fair	- 35.7

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	People Weekly	57,373
2	TV Guide	34,835
3	Reader's Digest	10,205
4	Life	5,774
5	Esquire	5,533
6	Smithsonian	5,028
7	Ebony	3,429
8	The New Yorker	2,958
9	National Geographic	2,638
10	The Atlantic	1,479
11	Jet	1,357
12	National Enquirer	996
13	National Examiner	961
14	Rolling Stone	866
15	Star	508
16	On Cable	262
17	Globe	108
18	Psychology Today	47
19	Better Living	ne
20	Connoisseur	ne
21	Grit	- 240
22	Saturday Evening Post	- 414
23	Yankee	- 658
24	Us	- 1,073
25	Vanity Fair	- 2,243
	Total	129,729

Avg. Edit. Pgs./Copy

1	Reader's Digest	163
2	Vanity Fair	157
3	National Geographic	144
4	TV Guide	143
5	On Cable	134
6	Esquire	129
7	Yankee	107
8	Smithsonian	98
9	Connoisseur	87
10	The Atlantic	85
11	Life	81
12	Saturday Evening Post	73
13	Ebony	70
14	The New Yorker	69
15	People Weekly	63
16	Psychology Today	57
17	Us	56
18	Jet	49
19	Rolling Stone	39
20	National Enquirer	37
21	National Examiner	34
22	Star	30
23	Globe	27
24	Grit	25
25	Better Living	12

▶

n/a = not applicable
ne = not estimated

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THE NATION'S NEWSPAPER
USA TODAY
VIA SATELLITE

It works every day!

Source SMRB 1985

Figures are Folio estimates for the calendar year 1984.

GENERAL INTEREST

Continued

Average Circulation

1	Reader's Digest	17,939,598
2	TV Guide	17,230,353
3	National Geographic	10,229,652
4	National Enquirer	4,612,927
5	Star	3,406,926
6	People Weekly	2,768,105
7	Smithsonian	2,084,367
8	Globe	1,845,744
9	Ebony	1,691,294
10	Life	1,485,437
11	On Cable	1,261,166
12	Better Living	1,098,568
13	Us	1,015,232
14	National Examiner	983,861
15	Yankee	954,941
16	Psychology Today	853,625
17	Jet	851,598
18	Rolling Stone	825,711
19	Esquire	719,722
20	Saturday Evening Post	694,747
21	Grit	582,321
22	The New Yorker	500,534
23	The Atlantic	433,780
24	Vanity Fair	273,542
25	Connoisseur	234,319
	Total	**74,578,070**

% Chg. Avg. Circ.

1984 vs. 1983		%
1	Saturday Evening Post	9.2
2	Smithsonian	7.2
3	Rolling Stone	6.3
4	On Cable	5.7
5	Vanity Fair	5.3
6	National Examiner	5.2
7	Ebony	3.9
8	Yankee	2.8
9	The Atlantic	1.9
10	People Weekly	1.0
11	TV Guide	0.4
12	Better Living	ne
13	Connoisseur	ne
14	Jet	−0.3
15	Reader's Digest	−1.0
16	The New Yorker	−1.5
17	National Geographic	−2.2
18	Life	−2.4
19	Psychology Today	−3.3
20	Esquire	−3.7
21	National Enquirer	−5.7
22	Globe	−6.9
23	Us	−7.5
24	Star	−9.3
25	Grit	−15.4

Net Chg. Avg. Circ.

1984 vs. 1983		
1	Smithsonian	139,799
2	On Cable	67,565
3	Ebony	64,110
4	TV Guide	61,529
5	Saturday Evening Post	58,241
6	Rolling Stone	48,890
7	National Examiner	48,270
8	People Weekly	27,076
9	Yankee	25,750
10	Vanity Fair	13,789
11	The Atlantic	8,202
12	Better Living	ne
13	Connoisseur	ne
14	Jet	−2,362
15	The New Yorker	−7,724
16	Esquire	−27,746
17	Psychology Today	−29,326
18	Life	−36,726
19	Us	−82,406
20	Grit	−105,699
21	Globe	−137,265
22	Reader's Digest	−178,471
23	National Geographic	−226,405
24	National Enquirer	−277,718
25	Star	−350,140
	Total	**−898,767**

Avg. Total Pgs./Copy

ad pages + edit. pages		
1	Reader's Digest	252
2	Esquire	242
3	TV Guide	216
4	Yankee	188
5	Vanity Fair	185
6	Smithsonian	182
7	National Geographic	167
8	Ebony	162
9	On Cable	147
10	Connoisseur	145
11	People Weekly	143
12	Life	139
13	The New Yorker	137
14	The Atlantic	134
15	Saturday Evening Post	109
16	Psychology Today	84
17	Rolling Stone	84
18	Us	72
19	Jet	68
20	National Enquirer	64
21	National Examiner	48
22	Star	48
23	Globe	45
24	Grit	32
25	Better Living	24

▶

n/a = not applicable
ne = not estimated

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New Canaan, CT 06840-4006

Additional Copies Available

Figures are FOLIO estimates for the calendar year 1984.

GENERAL INTEREST

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	TV Guide	743,750
2	People Weekly	387,288
3	Reader's Digest	305,533
4	National Geographic	183,448
5	National Enquirer	170,881
6	Star	109,395
7	Life	76,701
8	The New Yorker	75,061
9	Smithsonian	67,274
10	Ebony	54,938
11	Globe	52,686
12	Rolling Stone	42,376
13	Esquire	41,850
14	Jet	41,210
15	Us	33,553
16	National Examiner	28,903
17	Yankee	18,818
18	Psychology Today	17,755
19	Grit	14,828
20	The Atlantic	13,405
21	On Cable	12,896
22	Saturday Evening Post	12,896
23	Vanity Fair	8,835
24	Connoisseur	8,504
25	Better Living	5,843
	Total	2,536,627

% Chg. Total Revenue

	1984 vs. 1983	%
1	On Cable	37.8
2	People Weekly	19.9
3	Life	17.3
4	The Atlantic	16.2
5	Esquire	15.0
6	Saturday Evening Post	14.4
7	Smithsonian	14.4
8	Rolling Stone	8.9
9	National Examiner	8.1
10	TV Guide	7.1
11	Ebony	6.7
12	Jet	4.7
13	Us	4.6
14	The New Yorker	4.4
15	Reader's Digest	3.4
16	Psychology Today	1.2
17	Better Living	ne
18	Connoisseur	ne
19	National Geographic	−0.4
20	Yankee	−1.6
21	Star	−2.2
22	Globe	−2.8
23	National Enquirer	−4.4
24	Grit	−14.5
25	Vanity Fair	−28.9

Subscription Revenue

		$000
1	TV Guide	202,216
2	Reader's Digest	177,020
3	National Geographic	153,445
4	People Weekly	39,427
5	Smithsonian	36,345
6	Life	21,421
7	Jet	18,688
8	Ebony	17,458
9	The New Yorker	12,085
10	Yankee	11,927
11	Psychology Today	10,358
12	On Cable	9,946
13	Rolling Stone	9,809
14	National Enquirer	9,118
15	Esquire	8,007
16	Grit	7,470
17	Us	7,417
18	Saturday Evening Post	7,152
19	The Atlantic	5,536
20	Better Living	5,493
21	Connoisseur	3,232
22	Vanity Fair	3,231
23	Star	2,865
24	Globe	820
25	National Examiner	140
	Total	780,626

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Saturday Evening Post	52.9
2	On Cable	49.1
3	National Examiner	36.1
4	Rolling Stone	31.0
5	Life	12.8
6	Smithsonian	10.2
7	People Weekly	9.5
8	TV Guide	9.3
9	The Atlantic	7.4
10	Globe	7.0
11	Jet	5.4
12	Yankee	3.4
13	The New Yorker	2.9
14	Psychology Today	1.2
15	Ebony	0.9
16	Better Living	ne
17	Connoisseur	ne
18	Reader's Digest	0.0
19	Star	−0.5
20	National Geographic	−2.2
21	National Enquirer	−3.3
22	Esquire	−4.6
23	Grit	−4.6
24	Us	−6.9
25	Vanity Fair	−29.4

▶

n/a = not applicable
ne = not estimated

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Figures are Folio estimates for the calendar year 1984.

GENERAL INTEREST

Continued

Avg. Subscrip. Circ.

1	Reader's Digest	17,014,098
2	National Geographic	10,229,652
3	TV Guide	8,621,147
4	Smithsonian	2,076,879
5	Ebony	1,455,064
6	Better Living	1,098,568
7	People Weekly	1,011,455
8	On Cable	936,535
9	Yankee	878,683
10	Life	878,645
11	Psychology Today	772,940
12	Jet	664,438
13	Esquire	589,955
14	Saturday Evening Post	560,018
15	Rolling Stone	559,426
16	Us	481,389
17	The New Yorker	464,534
18	National Enquirer	457,069
19	Grit	449,320
20	The Atlantic	386,961
21	Vanity Fair	221,301
22	Connoisseur	216,173
23	Star	151,003
24	Globe	62,712
25	National Examiner	11,004
	Total	**50,248,969**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	On Cable	91.3
2	National Examiner	41.1
3	Saturday Evening Post	18.2
4	Rolling Stone	8.1
5	Life	7.0
6	Smithsonian	7.0
7	Globe	6.4
8	TV Guide	6.2
9	Ebony	5.1
10	Yankee	3.3
11	Vanity Fair	2.4
12	The Atlantic	2.1
13	Jet	0.7
14	People Weekly	0.7
15	Better Living	ne
16	Connoisseur	ne
17	Reader's Digest	−0.5
18	The New Yorker	−1.3
19	National Geographic	−2.2
20	National Enquirer	−3.3
21	Psychology Today	−3.9
22	Star	−5.0
23	Esquire	−5.2
24	Us	−8.5
25	Grit	−10.1

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	TV Guide	504,763
2	On Cable	446,916
3	Smithsonian	136,505
4	Saturday Evening Post	86,168
5	Ebony	70,874
6	Life	57,459
7	Rolling Stone	41,798
8	Yankee	27,879
9	The Atlantic	7,916
10	People Weekly	6,671
11	Vanity Fair	5,208
12	Jet	4,784
13	Globe	3,796
14	National Examiner	3,204
15	Better Living	ne
16	Connoisseur	ne
17	The New Yorker	−6,253
18	Star	−7,967
19	National Enquirer	−15,795
20	Psychology Today	−31,348
21	Esquire	−32,428
22	Us	−44,839
23	Grit	−50,712
24	Reader's Digest	−87,038
25	National Geographic	−226,405
	Total	**901,156**

Newsstand Revenue

		$000
1	TV Guide	237,270
2	National Enquirer	140,468
3	People Weekly	114,973
4	Star	86,347
5	Globe	46,359
6	National Examiner	25,294
7	Life	20,273
8	Us	17,937
9	Reader's Digest	16,659
10	Jet	12,165
11	Rolling Stone	10,098
12	Grit	5,287
13	Ebony	4,961
14	Esquire	3,955
15	The New Yorker	2,808
16	Saturday Evening Post	2,122
17	Psychology Today	1,888
18	Vanity Fair	1,567
19	Yankee	1,391
20	The Atlantic	1,124
21	Connoisseur	653
22	Smithsonian	202
23	Better Living	0
24	National Geographic	0
25	On Cable	0
	Total	**753,801** ▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Publisher: Michael Rosenbloom
Advertising Director: Jack Linder
Other key contacts: Mary Fallone, National Account Executive

Editorial Description: GLOBE is edited for an audience interested in a wide range of non-fictional human-interest stories, contemporary in nature, with particular emphasis on the human condition. Health, medicine, science, the occult, and news of the great and near-great in the world of entertainment, politics and business are featured. Topics relating to human success and suffering, poverty and riches, and how men and women strive to overcome obstacles and meet day-to-day contemporary challenges are featured, with strong emphasis on success and achievement in many areas of human endeavor.

Member: ABC
Primary SRDS Classification No. 22A

Grit

Grit Publishing Company
616 Jefferson
Topeka, KS 66607
(913) 295-1111
Year founded: 1882
Published: Weekly

Advertising Director: Terry V. Harding
Other key contacts: Dennis E. Grove, General Manager

Editorial Description: Grit is a family-oriented publication for America's small towns and rural areas. It covers the aspects of family-centered living—working, recreation, homemaking, religious and community involvement. Its range of service features provides practical "how-you-can-do-it" guidance in cooking, gardening, home improvement, family economics, child-raising and recreational activities.

Member: ABC
Primary SRDS Classification No. 22

JET

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Year founded: 1951
Published: Weekly

Publisher: John H. Johnson
Advertising Director: Sandy Sims, Vice President
Other key contacts: H. John Alex, Vice President; Norman Davis, Advertising Representative

Editorial Description: JET is a national news and general editorial magazine oriented to the Black Community. Articles deal with hard news and features, sports, fashion, education, Black History, entertainment, business, society, religion and African affairs. Weekly features include: Ticker Tape, U.S.A.; People; Week's Best Photos; Celebrity Beat—New York to Hollywood; plus each issue features a listing of Black performers appearing on network TV shows during the week.

Member: ABC
Primary SRDS Classification No. 36A

LIFE

Time Inc.
1271 Avenue of the Americas
New York, NY 10022
(212) JU6-1212
Year founded: 1936; revived, 1978
Published: Monthly

Publisher: Charles A. Whittingham
Advertising Director: Alan T. Wragg
Other key contacts: Edith Lycke, New York Advertising Manager; Jim Blazevich, Chicago Advertising Manager; Robert C. Daley, Detroit Advertising Manager; George R. Eckardt, Los Angeles Advertising Manager

Editorial Description: LIFE shows the world through photojournalism. Its subjects are varied and explore the arts, science, fashion, sports, nature, human behavior and various aspects of activity that reflect and affect our lives. The tempo is varied with artists' illustrations, and a few articles and columns.

Member: ABC
Primary SRDS Classification No. 22

National Enquirer

National Enquirer Inc.
Lantana, FL 33464
(305) 586-1111
Year founded: 1926
Published: Weekly

Publisher: James B. Martise
Advertising Director: Ralph S. Gallagher
Other key contacts: Lain Calder, President

Editorial Description: National Enquirer is a nonfiction, general interest publication. It covers contemporary topics from around the world. Articles cover news events, original investigative reporting, celebrity and political personalities, ▶

Figures are FOLIO estimates for the calendar year 1984.

GENERAL INTEREST

Continued

Avg. Newsstand Circ.

1	TV Guide	8,609,207
2	National Enquirer	4,155,858
3	Star	3,256,923
4	Globe	1,783,032
5	People Weekly	1,756,851
6	National Examiner	972,857
7	Reader's Digest	925,500
8	Life	606,792
9	Us	533,843
10	Rolling Stone	266,285
11	Ebony	236,230
12	Jet	187,180
13	Saturday Evening Post	134,729
14	Grit	133,001
15	Esquire	129,767
16	Psychology Today	80,686
17	Yankee	76,258
18	Vanity Fair	52,241
19	The Atlantic	46,819
20	The New Yorker	36,000
21	Connoisseur	18,146
22	Smithsonian	7,489
23	Better Living	0
24	National Geographic	0
25	On Cable	0
	Total	24,004,474

% Chg. Avg. News. Circ.

1984 vs. 1983		%
1	Smithsonian	78.6
2	Vanity Fair	19.7
3	National Examiner	4.9
4	Esquire	3.7
5	Rolling Stone	2.7
6	Psychology Today	2.6
7	People Weekly	1.2
8	The Atlantic	0.6
9	Better Living	n/a
10	Connoisseur	ne
11	National Geographic	n/a
12	On Cable	n/a
13	Yankee	−2.7
14	Ebony	−2.8
15	Jet	−3.7
16	The New Yorker	−3.9
17	TV Guide	−4.9
18	National Enquirer	−5.9
19	Us	−6.6
20	Globe	−7.3
21	Reader's Digest	−9.0
22	Star	−9.5
23	Life	−13.4
24	Saturday Evening Post	−17.2
25	Grit	−29.3

Net Chg. Avg. News. Circ.

1984 vs. 1983		
1	National Examiner	45,066
2	People Weekly	20,406
3	Vanity Fair	8,581
4	Rolling Stone	7,092
5	Esquire	4,681
6	Smithsonian	3,295
7	Psychology Today	2,022
8	The Atlantic	286
9	Better Living	ne
10	Connoisseur	ne
11	National Geographic	n/a
12	On Cable	n/a
13	The New Yorker	−1,471
14	Yankee	−2,130
15	Ebony	−6,765
16	Jet	−7,145
17	Saturday Evening Post	−27,927
18	Us	−37,567
19	Grit	−54,988
20	Reader's Digest	−91,433
21	Life	−94,185
22	Globe	−141,061
23	National Enquirer	−261,923
24	Star	−342,173
25	TV Guide	−443,234
	Total	−1,420,573

% Chg. News. Revenue

1984 vs. 1983		%
1	Smithsonian	100.2
2	Us	20.7
3	Life	18.1
4	Esquire	8.9
5	National Examiner	4.9
6	People Weekly	3.8
7	Rolling Stone	2.7
8	Psychology Today	2.6
9	The Atlantic	0.6
10	Better Living	n/a
11	Connoisseur	ne
12	National Geographic	n/a
13	On Cable	n/a
14	Vanity Fair	−0.3
15	Reader's Digest	−0.7
16	TV Guide	−1.1
17	Yankee	−2.7
18	Ebony	−2.8
19	Star	−3.3
20	Globe	−3.5
21	Jet	−3.7
22	The New Yorker	−3.9
23	National Enquirer	−5.9
24	Saturday Evening Post	−17.2
25	Grit	−26.5

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

psychic phenomena, health, psychology, government waste and extravagance. Special emphasis is placed on human success, human interest, and self-improvement.

Member: ABC
Primary SRDS Classification No. 22A

National Examiner

Globe Communications Corporation
2112 South Congress Avenue
West Palm Beach, FL 33406
(305) 433-1551
Published: Weekly

Publisher: Michael Rosenbloom
Advertising Director: Jack Linder
Other key contacts: Alec Bloom, General Manager

Editorial Description: National Examiner is a non-fiction publication of particular appeal to a contemporary audience whose reading interests include the world of entertainment, music, film, the arts and a variety of health-related stories on diet, exercise, medicine, science and the occult. Emphasis is on human interest, psychic phenomena and service features.

Member: ABC
Primary SRDS Classification No. 22A

National Geographic

National Geographic Society
17th & M Streets, N.W.
Washington, DC 20036
(202) 857-7000
Year founded: 1888
Published: Monthly

Advertising Director: George E. Moffat
Other key contacts: William K. Hughes, National Advertising Manager; Patti A. Delaney, Business Manager; G. Sarita Lapham, Advertising Production Director; Alex MacRae, Marketing Director

Editorial Description: National Geographic's articles cover the various parts of the globe, and probe into the farthest reaches of the universe and hitherto unexplored depths of the oceans. It reports on the issues that face the world today, including energy and the environment. Scientific articles range from such subjects as the discovery of fossils of earliest man to the wonders of the electronic chip and the new biology. Articles are accompanied by photographs, drawings, detailed maps and paintings.

Member: ABC
Primary SRDS Classification No. 22

The New Yorker

Advance Publications Inc.
25 West 43rd Street
New York, NY 10036
(212) 840-3800
Year founded: 1925
Published: Weekly

Publisher: Stephen Florio, Executive Vice President
Advertising Director: Robert F. Young

Other key contacts: J. Kennard Bosee, President; Owen J. Hochreiter, Advertising Manager; Stuart Spiser, National Advertising Manager

Editorial Description: The New Yorker discusses current ideas and events in metropolitan America. The magazine blends domestic and international news analysis with cartoons, regular criticism of sports, fashion, and the arts, biographical "Profiles," short fiction, poetry, and "Letters" from correspondents around the world. A listing of "Goings On" in New York precedes "The Talk of the Town," an every-issue assortment of essays, interviews, and anecdotes.

Member: ABC
Primary SRDS Classification No. 22

ON CABLE

On Cable Publications, Inc.
25 Van Zant Street
Norwalk, CT 06856
(203) 866-6256
Year founded: 1980
Published: Monthly

Publisher: Peter Funt
Associate Publisher: Pat L. LaMarco
Advertising Director: Scott Haberman
Other key contacts: Geoffrey Gropp, New York Sales Manager

Editorial Description: ON CABLE combines cable TV program listings with articles about cable programs and personalities. Content focuses on the world of cable television as well as video technology. Regular columns include Movies, Sports, Home Electronics, Hollywood Connection, and CableGrams. Program listings are tailored for each region, providing schedules and highlights for cable services carried locally.

Member: BPA
Primary SRDS Classification No. 30b ▶

Figures are FOLIO estimates for the calendar year 1984.

Magazine Profiles

People Weekly

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1974
Published: Weekly

Publisher: S. Christopher Meigher III
Advertising Director: William S. Myers, Associate Publisher
Other key contacts: Terrence W. Russell, National Advertising Sales Manager; John J. Gallagher, Associate Advertising Sales Manager

Editorial Description: People Weekly is edited for active, sophisticated women and men. It presents readers with an overview of the pacesetters on the contemporary American scene, focusing on the newsworthy rather than just the news. Articles feature the work and lifestyles of people in the arts, sciences, business and politics as well as stars of television, motion pictures, records and sports. People Weekly also profiles relatively unknown individuals who lead unusual, inspiring, or interesting lives.

Member: ABC

Primary SRDS Classification No. 36A

Psychology Today

The American Psychological Association
One Park Avenue, Suite 1111
New York, NY 10016
(212) 481-0200
Year founded: 1967
Published: Monthly

Publisher: Joseph Benjamin
Advertising Director: Jerry Firestone

Editorial Description: Psychology Today is a forum for the exchange of new ideas which deals with business, technology, science and people from the vantage point of human behavior. Longer articles are contained in a feature well; shorter subjects—facts, ideas, opinion, and humor—are covered in the "Crosstalk" section. Special attention is given to the graphic presentation of the subject matter.

Member: ABC

Primary SRDS Classification No. 22

Reader's Digest

The Reader's Digest Association, Inc.
Pleasantville, NY 10570
(914) 769-7000
Year founded: 1922
Published: Monthly

Publisher: Richard F. McLoughlin
Associate Publisher: Lynn C. Mapes
Advertising Director: Richard N. Murray
Other key contacts: William F. Bowdren, Marketing Director

Editorial Description: Reader's Digest is a general interest, non-fiction reading magazine for the entire family. Many of the articles are "digested" from articles appearing in other publications. The balance is staff-written or contributed by readers and each issue carries a condensation of a current book. Article subjects include: self improvement, psychology, ecology, government, world affairs, crime, community action, health, "Unforgettable Characters," campus, employment, sports, travel, science and invention, "World Power," "Humor in Uniform" and other broad-interest subjects.

Member: ABC

Primary SRDS Classification No. 22

Rolling Stone

Straight Arrow Publishers Inc.
745 Fifth Avenue
New York, NY 10151
(212) 758-3800
Year founded: 1967
Published: Biweekly

Publisher: Jann S. Wenner
Advertising Director: Leslie H. Zeifman, Associate Publisher
Other key contacts: Kent Brownridge, General Manager; Dana Fields, National Sales Manager

Editorial Description: Rolling Stone is edited for young adults who have a special interest in popular culture, particularly music, film and politics. Regular features include state-of-the-art audio and electronics columns, record reviews, reader correspondence; interviews and photojournalism features. Special issues include Audio, Video, College, Fashion and Consumer Electronics supplements.

Member: ABC

Primary SRDS Classification No. 33

The Saturday Evening Post

Benjamin Franklin Literary & Medical Society
1100 Waterway Boulevard
Indianapolis, IN 46202
(317) 636-8881
Year founded: 1728
Published: 9x per year

Publisher: Dr. Cory J. SerVaas M.D.
Advertising Director: Don Moldroski
Other key contacts: Robert L. Silvers, Associate Publisher; Don Sutton, Marketing Director

Editorial Description: The Saturday Evening Post is a general interest magazine containing humor, fiction, non-fiction and graphic elements of interest to the American family. Editorial coverage includes articles on volunteerism, health, preventive medicine, self-improvement, sports, ecology, education, science, personal interviews of distinguished or especially interesting people, music, literature, art, travel and other topics deemed of national interest. Fiction runs to short and medium lengths on appropriate themes. Special departments include a medical section, "Postscripts," cartoons, etc.

Member: ABC

Primary SRDS Classification No. 22

Smithsonian

Smithsonian Institution
Arts & Industries Building
900 Jefferson Drive
Washington, DC 20560
(202) 357-2888
Year founded: 1970
Published: Monthly

Publisher: Joseph J. Bonsignore
Advertising Director: Thomas H. Black
Other key contacts: Edward Daly, Lewis Ogle

Editorial Description: Smithsonian involves itself with Man's cultural, intellectual, social and physical environment. It is the editor's view that it is the total and not just part of the environment that contributes to the quality of life. Topics range from ecology, science, urbanology, technology to art, history, nature and leisure activities. Editors approach serious problems on a more pragmatic than ideological basis. Less serious subjects are treated with a light, often humorous touch, avoiding the ponderous.

Member: ABC

Primary SRDS Classification No. 22

STAR

News Group Magazines
660 White Plains Road
Tarrytown, NY 10591
(914) 332-5000
Year founded: 1974
Published: Weekly

Publisher: Peter Eldredge
Advertising Director: Nan Elmore
Other key contacts: Richard Moran, Eastern Sales Manager; Lynn Mabus, Midwestern Sales Manager; Joyce Amiri, Western Sales Manager

Editorial Description: STAR is a general interest newsmagazine edited for the entire family. It contains news about Television and Hollywood celebrities, homemaker service features such as shopping tips, dress patterns and diets, advice on your health from medical doctors and psychologists, politics, news about the Washington scene, horoscopes and astrological predictions.

Member: ABC

Primary SRDS Classification No. 22A

TV Guide

Triangle Publications, Inc.
4 Radnor Corporate Center
Radnor, PA 19088
(215) 293-8500
Year founded: 1953
Published: Weekly

Publisher: Eric G. Larson
Advertising Director: Thomas J. McDonough
Other key contacts: Robert G. Baumler, Advertising Manager; James B. Delehanty, Eastern Advertising Manager; James H. Clark, Midwest Advertising Manager; C. Robert Brooks, West Coast Advertising Manager; Joseph W. Kryla, Detroit Advertising Manager

Editorial Description: TV Guide reports, probes and analyzes various aspects of network, cable and pay television. Its national editorial section contains in-depth reports on the television medium, and a wide array of updates, backgrounders, special profiles and features, many of which deal with the medium's relationships with news, sports, science, finance, politics, government, literature, the arts and social issues. The local section provides network, local and pay/cable programming information for each local edition area.

Member: ABC

Primary SRDS Classification No. 36A

US

US Magazine Company
745 Lexington Avenue
New York, NY 10151
(212) 758-3800

(Continued on page 172)▶

Health & Fitness

Market Highlights

CIRCULATION:

CATEGORY UPS TOTAL CIRCULATION APPROXIMATELY 20%

Total circulation for the six-book market grows by about 20% vs. 1983. Original "Health & Fitness" magazine, *Prevention* has circulation of 2,928,002, nearly triple that of the number two book. New entry *Muscle & Fitness* joins the category with a strong circ of 420,071. *American Health* duplicates its number one sub growth performance of last year with a 43.6% leap, and *Shape* tops newsstand growth, up 36.7%. *AH* and *Shape* also nab the number one and two spots in overall circulation gains.

AD PAGES:

NEW FOLIO:400 BOOK MAKES STRONG AD PAGE DEBUT

Muscle & Fitness joins the market with 1,280 pages, almost one third of the category's total. However, *American Health* jogs away with the prize for biggest gains versus 1983, 57.5%, as it did last year (66.4%). Three of the remaining four titles score healthy, double-digit page gains.

REVENUE:

BIG BOOK STILL DOMINATES: ONE TITLE RECORDS THREE-DIGIT GAIN

Prevention still dominates the revenue picture, pulling in three times the ad and total revenue dollars of the number two book. However, robust *American Health* sets the record for ad revenue gains with a whopping 152.2% increase over 1983, on heels of a 129.6% jump last year. *Shape*, new to the FOLIO:400 last year, also flexes its ad revenue muscles with an impressive 95.6% increase.

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Marshall Ackerman, Publisher
NEW YORK (212) 370-9643
LOS ANGELES (213) 487-5630
CHICAGO (312) 649-1650
SAN FRANCISCO (415) 989-5804

Prevention
AMERICA'S LEADING HEALTH MAGAZINE
HOW TO CHECK OUT YOUR HEART p. 49
Learn to Bend (without getting bent out of shape) p. 87
Birth Control After 35 p. 57
AUGUST 1985
PLUS: Sunless Tanning, Pet Therapy... More!
Health
A GO-GETTER'S GUIDE TO RELAXATION
NEW-WAVE COMMUTING: WALK, BIKE, RUN TO WORK!
"I CARRIED ANOTHER COUPLE'S BABY"
GIVE (AND GET) A GREAT MASSAGE
23 WAYS TO BRING OUT YOUR NATURAL BEAUTY
AMERICAN HEALTH
IS A 'PERFECT' BODY WORTH IT?

HEALTH & FITNESS

Ad Pages

1	Muscle & Fitness	1,280
2	Prevention	881
3	Shape	720
4	Health	435
5	American Health	405
6	Weight Watchers Mag.	362
	Total	**4,083**

% Chg. Ad Pages

1984 vs. 1983

		%
1	American Health	57.5
2	Shape	25.4
3	Weight Watchers Mag.	19.9
4	Health	14.4
5	Muscle & Fitness	ne
6	Prevention	–10.6

Net Chg. Ad Pages

1984 vs. 1983

1	American Health	148
2	Shape	146
3	Weight Watchers Mag.	60
4	Health	55
5	Muscle & Fitness	ne
6	Prevention	–104
	Total	**305**

Avg. Ad Pages/Copy

1	Muscle & Fitness	107
2	Prevention	73
3	Shape	60
4	American Health	45
5	Health	36
6	Weight Watchers Mag.	30

Ad Revenue

		$000
1	Prevention	16,542
2	Health	5,364
3	American Health	4,974
4	Weight Watchers Mag.	4,946
5	Shape	2,650
6	Muscle & Fitness	2,100
	Total	**36,576**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	American Health	152.2
2	Shape	95.6
3	Health	25.8
4	Weight Watchers Mag.	20.3
5	Muscle & Fitness	ne
6	Prevention	–4.6

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	American Health	3,002
2	Shape	1,295
3	Health	1,102
4	Weight Watchers Mag.	836
5	Muscle & Fitness	ne
6	Prevention	–795
	Total	**5,440**

Avg. Edit. Pgs./Copy

1	Muscle & Fitness	117
2	Prevention	96
3	Shape	75
4	American Health	61
5	Health	39
6	Weight Watchers Mag.	37

Average Circulation

1	Prevention	2,928,002
2	Health	998,267
3	Weight Watchers Mag.	849,869
4	American Health	680,974
5	Shape	489,904
6	Muscle & Fitness	420,071
	Total	**6,367,087**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	American Health	36.1
2	Shape	22.0
3	Health	15.6
4	Weight Watchers Mag.	9.3
5	Prevention	8.6
6	Muscle & Fitness	ne

Net Chg. Avg. Circ.

1984 vs. 1983

1	Prevention	231,713
2	American Health	180,800
3	Health	134,898
4	Shape	88,255
5	Weight Watchers Mag.	72,154
6	Muscle & Fitness	ne
	Total	**707,820**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Muscle & Fitness	223
2	Prevention	169
3	Shape	135
4	American Health	106
5	Health	75
6	Weight Watchers Mag.	67

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

American Health

Fitness of Body and Mind

American Health Partners
80 Fifth Avenue
New York, NY 10011
(212) 242-2460
Year founded: 1982
Published: 10x per year

Publisher: Owen J. Lipstein
Advertising Director: John B. Caldwell, Jr.
Other key contacts: Sheila Wyle, National Sales Manager; Elizabeth Schick, Sales Promotion Director

Editorial Description: American Health: Fitness of Body and Mind is designed to deal directly with the current emerging lifestyle focused on individual health and well-being. Principal features cover recent developments in such areas as nutrition, fitness and exercise, prevention and psychology. Shorter items cover such topics as stress, new medical technologies, sports medicine and the economics of the health care system, including the evaluation of doctors, drugs, insurance plans, etc.

Member: ABC

Primary SRDS Classification No. 23

Health

Family Media, Inc.
149 Fifth Avenue
New York, NY 10010
(212) 598-0800
Year founded: 1969
Published: Monthly

Publisher: Philip J. Titolo
Advertising Director: Leo J. Dean
Other key contacts: Mitch Lurin, Director of Marketing Services

Editorial Description: Health updates and advises the lay reader on the world of health—nutrition, fitness, longevity, medical care, beauty, emotions, child care, dieting. Departments include: Breakthroughs; Pound Wise (Weight Control); Richard's Almanac.

Member: ABC

Primary SRDS Classification No. 23

Muscle & Fitness

I. Brute Enterprises, Inc.
21100 Erwin Street
Woodland Hills, CA 91367
(818) 884-6800
Year founded: 1937
Published: Monthly

Publisher: Joe Weider
Advertising Director: Gregg Loria
Other key contacts: Warren Wanderer, National Advertising Director; Tim Hamill, Midwestern Advertising Manager
Editorial Description: Muscle & Fitness presents the nation's new consciousness of physical fitness to the serious exercise and athletic training enthusiast. Readers are both men and women—active partcipants in sports and exercise programs, from weight training and bodybuilding to martial arts and gymnastics. Contains editorial on such subjects as scientific data, especially technical information on sports medicine, space-age nutrition and physiology.
Member: ABC

Primary SRDS Classification No. 45

Figures are Folio estimates for the calendar year 1984.

HEALTH & FITNESS

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 Prevention	54,799
2 Muscle & Fitness	17,732
3 Health	15,878
4 Weight Watchers Mag.	14,159
5 Shape	13,407
6 American Health	12,439
Total	**128,414**

% Chg. Total Revenue

1984 vs. 1983	%
1 American Health	85.2
2 Shape	33.3
3 Health	16.4
4 Weight Watchers Mag.	11.3
5 Prevention	7.5
6 Muscle & Fitness	ne

Subscription Revenue

	$000
1 Prevention	35,841
2 Health	10,465
3 Weight Watchers Mag.	6,602
4 American Health	6,354
5 Shape	2,135
6 Muscle & Fitness	1,528
Total	**62,925**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 American Health	62.3
2 Prevention	14.6
3 Health	12.2
4 Weight Watchers Mag.	2.9
5 Muscle & Fitness	ne
6 Shape	– 11.0

Avg. Subscrip. Circ.

1 Prevention	2,793,763
2 Health	995,839
3 Weight Watchers Mag.	704,800
4 American Health	619,225
5 Shape	121,464
6 Muscle & Fitness	52,776
Total	**5,287,867**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 American Health	43.6
2 Health	15.8
3 Weight Watchers Mag.	9.0
4 Prevention	8.9
5 Muscle & Fitness	ne
6 Shape	– 8.1

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 Prevention	227,618
2 American Health	188,080
3 Health	135,653
4 Weight Watchers Mag.	58,091
5 Muscle & Fitness	ne
6 Shape	– 10,706
Total	**598,736**

Newsstand Revenue

	$000
1 Muscle & Fitness	14,104
2 Shape	8,621
3 Weight Watchers Mag.	2,611
4 Prevention	2,416
5 American Health	1,111
6 Health	49
Total	**28,912**

Avg. Newsstand Circ.

1 Shape	368,440
2 Muscle & Fitness	367,295
3 Weight Watchers Mag.	145,070
4 Prevention	134,240
5 American Health	61,749
6 Health	2,428
Total	**1,079,222**

% Chg. Avg. News. Circ.

1984 vs. 1983	%
1 Shape	36.7
2 Weight Watchers Mag.	10.7
3 Prevention	3.1
4 Muscle & Fitness	ne
5 American Health	– 10.5
6 Health	– 23.7

Net Chg. Avg. News. Circ.

1984 vs. 1983	
1 Shape	98,960
2 Weight Watchers Mag.	14,064
3 Prevention	4,095
4 Muscle & Fitness	ne
5 Health	– 756
6 American Health	– 7,280
Total	**109,083**

% Chg. News. Revenue

1984 vs. 1983	%
1 Shape	36.7
2 American Health	34.2
3 Weight Watchers Mag.	18.6
4 Prevention	3.1
5 Muscle & Fitness	ne
6 Health	– 13.3

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Prevention

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1950
Published: Monthly

Publisher: Marshall Ackerman
Advertising Director: Jim Sutherland, Associate Publisher/Advertising
Other key contacts: Cerf Berkley, Advertising Manager

Editorial Description: Prevention, edited under the supervision of an Advisory Board of physicians and nutritionists, is published for the woman whose interest in nutrition, appearance, and exercise is an important force in her life. It provides the latest information about nutrition, fitness techniques, pharmaceutical products, and new medical technologies, in order to help readers improve their personal health initiatives and enable them to be knowledgeable consumers when professional medical aid is desired. Articles cover food products, beauty aids, appliances, travel and other aspects of today's healthy lifestyle.

Member: ABC

Primary SRDS Classification No. 23

Shape

Shape Magazine, Inc.
21100 Erwin Street
Woodland Hills, CA 91367
(818) 704-8905
Year founded: 1981
Published: Monthly

Publisher: Joe Weider
Advertising Director: Gregg Loria
Other key contacts: Warren Wanderer, Eastern Advertising Manager; Tim Hamill, Midwestern Advertising Manager; Bruce Loria, Western Advertising Manager

Editorial Description: Shape is the fitness lifestyle magazine for women devoted to scientific guidance in nutrition, exercise, physiology, sports and various areas relative to beauty built from the inside out. Regular features are provided by those in the medical, sports, and nutrition world. Shape is written for today's physically active woman.

Member: ABC

Primary SRDS Classification No. 49

Weight Watchers Magazine

W/W Twentyfirst Corporation
360 Lexington Avenue
New York, NY 10017
(212) 370-0644
Year founded: 1967
Published: Monthly

Publisher: Kent Q. Kreh
Advertising Director: Kathleen H. Parmenter
Editorial Description: Weight Watchers Magazine is a quality special interest magazine devoted to food and recipes, nutrition, fitness and weight control. In addition, the magazine includes features on entertaining, table-top items, and small appliances, along with beauty and fashion. It is edited for a female audience and is "More Than A Diet Magazine!"
Member: ABC, MPA

Primary SRDS Classification No. 18

Figures are FOLIO estimates for the calendar year 1984.

Home

Market Highlights

CIRCULATION:

CIRCULATION GROWTH LED BY NEWSSTAND

Market loses one book, gains two FOLIO:400 newcomers, and total circ passes 26 million mark. Twenty-three members range in size from giant *Better Homes and Gardens* with 8+ million, to *Texas Homes* with 84,582 total average circ. Leading in average total circ gain vs. '83 is *Country Living* (up 29.6%) followed by *Americana* and *1,001 Home Ideas*, both up 13.2% over year ago.

Subscriptions, accounting for more than 90% total circulation, are led by *Better Homes and Gardens* (which is also tops in newsstand circ). A 35.1% hike in subs places *Country Living* first in that growth measurement. *Americana* ranks second with its 14.8% increase. Market reverses last year's drop at newsstand with a 4.1% average increase per book. Contributing to that gain in newsstand circ are *Home*, up 31.9%, and *The Family Handyman*, showing a 27.6% improvement.

AD PAGES:

PAGES MATCH '83 GROWTH RATE

Members' ad pages total 18,812, with *Sunset* at top with 1,782, followed by *Architectural Digest*, at 1,601. A 1984 average gain in ad pages of 6.2% vs. '83 equals market's '83 pace, and 16 magazines gain pages, five at a rate of more than 10%. Second-fastest grower, *House & Garden*, with 32.4% more pages in '84 than '83, is close behind growth leader *Home* (up 33.6%).

REVENUE:

NEWSSTAND BRINGS NEW PLAYERS TO REVENUE STORY

Market's total revenue increases by nearly $95 million in 1984 to reach $736.2 million. With $100 million separating it from its nearest competitor, *Better Homes and Gardens* earns over one quarter of market's total revenue. In ad revenues, *BH&G* pulls away with nearly one third of all dollars, but second-place *Southern Living*'s ad and total revenues are nothing to sneeze at: $53.3 million ad dollars contribute to a total revenue of $90.8 million. *BH&G* and *SL* also land the one-two position in sub revenue. Growth in these measurements are led by *Country Living* and *Home*. Both increase total revenue by more than 35% vs. '83, *Country Living* boosts its ad revenue 71.5% in '84, and both hike sub revenue by more than 20% vs. '83.

Newsstand revenue and growth depart from the other revenue stories. *Country Living*'s $10.3 million puts it on top, with *BH&G* taking second place with $9.8 million. *The Family Handyman* builds its revenues earned at the newsstand 37% vs. '83, and *Home* ups its newsstand revenue 31.9%.

HOME

Ad Pages

1 Sunset	1,782
2 Architectural Digest	1,601
3 Southern Living	1,592
4 Better Homes and Gardens	1,499
5 Houston Home & Garden	1,243
6 House Beautiful	1,139
7 House & Garden	1,095
8 Texas Homes	931
9 Metropolitan Home	880
10 Home Mechanix	836
11 Country Living	796
12 Organic Gardening	796
13 The Family Handyman	755
14 Home	610
15 1,001 Home Ideas	497
16 Southern Accents	484
17 New Shelter	469
18 Colonial Homes	414
19 Country Journal	381
20 Workbench	358
21 The Homeowner	260
22 Americana	231
23 Early American Life	163
Total	**18,812**

% Chg. Ad Pages

1984 vs. 1983	%
1 Home	33.6
2 House & Garden	32.4
3 Country Living	25.0
4 1,001 Home Ideas	24.0
5 Metropolitan Home	20.0
6 Texas Homes	11.1
7 Better Homes and Gardens	9.0
8 Colonial Homes	7.7
9 The Family Handyman	6.1
10 Southern Living	5.3
11 Americana	3.8
12 House Beautiful	3.6
13 Architectural Digest	2.6
14 New Shelter	1.9
15 Home Mechanix	0.2
16 Sunset	0.1
17 The Homeowner	ne
18 Southern Accents	ne
19 Houston Home & Garden	−2.3
20 Early American Life	−8.7
21 Organic Gardening	−9.6
22 Workbench	−9.6
23 Country Journal	−26.7

Net Chg. Ad Pages

1984 vs. 1983	
1 House & Garden	268
2 Country Living	160
3 Home	153
4 Metropolitan Home	145
5 Better Homes and Gardens	123
6 1,001 Home Ideas	96
7 Texas Homes	93
8 Southern Living	80
9 The Family Handyman	43
10 Architectural Digest	41
11 House Beautiful	39
12 Colonial Homes	30
13 Americana	9
14 New Shelter	9
15 Home Mechanix	2
16 Sunset	2
17 The Homeowner	ne
18 Southern Accents	ne
19 Early American Life	−16
20 Houston Home & Garden	−29
21 Workbench	−38
22 Organic Gardening	−85
23 Country Journal	−139
Total	**986**

Avg. Ad Pages/Copy

1 Sunset	149
2 Architectural Digest	133
3 Southern Living	133
4 Better Homes and Gardens	125
5 Houston Home & Garden	104
6 House Beautiful	95
7 House & Garden	91
8 Southern Accents	81
9 Texas Homes	78
10 The Family Handyman	76
11 Metropolitan Home	73
12 Home Mechanix	70
13 Colonial Homes	69
14 Country Living	66
15 Organic Gardening	66
16 Workbench	60
17 New Shelter	52
18 Home	51
19 1,001 Home Ideas	41
20 Americana	39
21 Country Journal	35
22 Early American Life	27
23 The Homeowner	26

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Americana

Americana Magazine, Inc.
29 West 38th Street
New York, NY 10018
(212) 398-1550
Year founded: 1979
Published: Bimonthly

Publisher: Jack Armstrong
Advertising Director: Art Johnson
Other key contacts: Michael Durham, Editor

Editorial Description: Americana magazine publishes articles on crafts, collecting, restorations, travel, decorating, cooking, gardening, and a number of other activities with roots in the American past that people are participating in today. Contains practical information, including detailed how-to instructions.

Member: ABC

Primary SRDS Classification No. 24

Architectural Digest

Knapp Communications Corporation
5900 Wilshire Blvd.
Los Angeles, CA 90036
(213) 937-4740
Year founded: 1920
Published: Monthly

Publisher: Thomas P. Losee, Jr.
Advertising Director: R. Jeffrey Petersen

Editorial Description: Architectural Digest showcases residences throughout the world. Regular features focus on the fine arts, antiques, architecture and international properties. Architectural Digest appeals to those readers who travel often, entertain frequently and buy the highest quality fashions and fragrances.

Member: ABC

Primary SRDS Classification No. 24

Better Homes and Gardens

Meredith Corporation
17th and Locust
Des Moines, IA 50336
(515) 284-3000
Year founded: 1922
Published: Monthly

Publisher: J. Wesley Silk
Advertising Director: Lennox E. H. Stuart
Other key contacts: Del Rusher, Associate Publisher; Terry Unsworth, Director of Publishing Services

Editorial Description: Better Homes and Gardens is edited for husbands and wives who have a serious interest in home and family as the focal point of their lives. Better Homes and Gardens covers in-depth these home and family subjects: food and appliances, building and handyman, decorating, family money management, gardening, travel, health, cars in your family, home and family entertainment, new product information and shopping.

Member: ABC, PIB, MPA

Primary SRDS Classification No. 24

Colonial Homes

Hearst Magazines
1790 Broadway, 14th Floor
New York, NY 10019
(212) 247-8720
Year founded: 1975
Published: Bimonthly

Publisher: David J. Moore
Advertising Director: E. Michael Peterson
Other key contacts: Daniel Gentile, Midwest Sales Manager

Editorial Description: Colonial Homes is the showcase of all facets of traditional American homes: furnishings, decorative accessories, and amenities. It is unique in providing unsurpassed coverage on creating and maintaining the traditional home. Readers discover the key to elegant living in pages rich with ideas on home building, remodeling, home furnishing, decorating, and home entertainment. Colonial Homes combines this appreciation of fine tradition and quality with important information on the modern conveniences necessary to meet the demands of today's fast paced living.

Member: ABC

Primary SRDS Classification No. 24

Blair & Ketchum's
Country Journal

Historical Times, Inc.
2245 Kohn Road
P.O. Box 8200
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1974
Published: Monthly

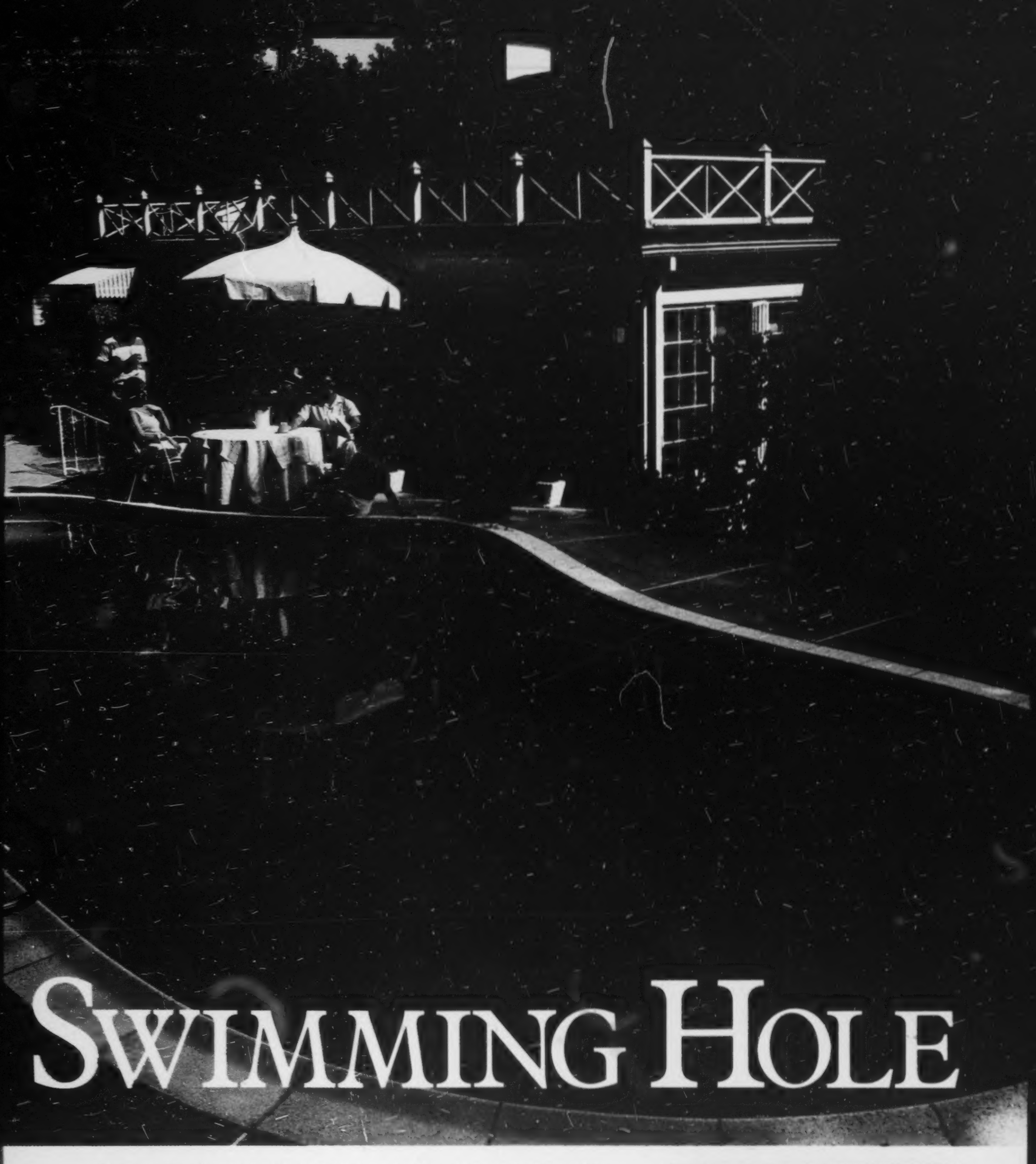
Publisher: Warren B. Syer
Advertising Director: Kathy Read
Other key contacts: Len Levine, Vice President Marketing

Editorial Description: Country Journal is a magazine about country living written with today's active homeowner in mind. Country Journal publishes practical articles about gardening, raising livestock, heating with wood, travel, recreational and cultural activities and other aspects of country life. Issues related to conservation, ecology, land use, etc. are also covered. Regular columns on the weather, on cooking, and on books provide in-depth coverage of the problems and rewards of country living.

Member: ABC

Primary SRDS Classification No. 24 ▶

Figures are FOLIO estimates for the calendar year 1984.



SWIMMING HOLE

Some swimming hole. And the house isn't exactly primitive either.

Do we call this country living? We do indeed. And so do more than 7 million Country Living readers who are upscale. With affluent tastes. And a median household income of over $32,000.

It's a very significant audience for whom *country* is a mind-set. A relaxed way of living that can be city, suburbs, anywhere.

For sure, the fastest-growing major magazine didn't get there by reaching only skinny-dippers down by the ole swimmin' hole.

Sources: 1985 Spring MRI, adjusted for circulation increase. ABC, all magazines with an ABC circulation of 1,000,000 or more.

YOU CAN'T TAKE THE COUNTRY OUT OF AMERICA.

Country Living
Decorating • Crafts • Cooking • Real Estate • Antiques
HISTORIC CANADA ONTARIO'S PIONEER HERITAGE
WOOD STOVE ROUNDUP

HOME

Continued

Ad Revenue

		$000
1	Better Homes and Gardens	126,134
2	Southern Living	53,335
3	Sunset	43,050
4	Architectural Digest	27,765
5	House Beautiful	26,066
6	Home Mechanix	19,481
7	House & Garden	18,903
8	Country Living	15,942
9	Metropolitan Home	13,871
10	The Family Handyman	12,057
11	Organic Gardening	9,528
12	1,001 Home Ideas	8,915
13	Home	7,301
14	Colonial Homes	6,365
15	Houston Home & Garden	5,345
16	New Shelter	4,464
17	Texas Homes	3,644
18	Workbench	2,981
19	Southern Accents	2,719
20	Country Journal	2,497
21	Americana	1,870
22	The Homeowner	1,848
23	Early American Life	847
	Total	**414,928**

% Chg. Ad Revenue

1984 vs. 1983		%
1	Country Living	71.5
2	Home	57.0
3	House & Garden	46.4
4	1,001 Home Ideas	41.5
5	The Family Handyman	30.1
6	Metropolitan Home	25.9
7	House Beautiful	22.6
8	Colonial Homes	21.5
9	Texas Homes	18.2
10	Americana	18.1
11	New Shelter	17.7
12	Houston Home & Garden	16.5
13	Better Homes and Gardens	15.7
14	Southern Living	13.5
15	Architectural Digest	12.6
16	Home Mechanix	10.8
17	Sunset	8.4
18	Workbench	5.0
19	The Homeowner	ne
20	Southern Accents	ne
21	Organic Gardening	−0.6
22	Early American Life	−2.9
23	Country Journal	−21.4

Net Chg. Ad Revenue

1984 vs. 1983		$000
1	Better Homes and Gardens	17,124
2	Country Living	6,645
3	Southern Living	6,358
4	House & Garden	5,990
5	House Beautiful	4,804
6	Sunset	3,333
7	Architectural Digest	3,110
8	Metropolitan Home	2,850
9	The Family Handyman	2,787
10	Home	2,652
11	1,001 Home Ideas	2,614
12	Home Mechanix	1,899
13	Colonial Homes	1,125
14	Houston Home & Garden	758
15	New Shelter	671
16	Texas Homes	562
17	Americana	286
18	Workbench	141
19	The Homeowner	ne
20	Southern Accents	ne
21	Early American Life	−26
22	Organic Gardening	−59
23	Country Journal	−680
	Total	**62,944**

Avg. Edit. Pgs./Copy

1	House & Garden	132
2	Southern Living	126
3	Colonial Homes	117
4	Sunset	102
5	Better Homes and Gardens	91
6	Country Living	91
7	House Beautiful	90
8	Southern Accents	87
9	Home	84
10	Houston Home & Garden	79
11	Organic Gardening	74
12	Metropolitan Home	69
13	Americana	67
14	The Family Handyman	67
15	Home Mechanix	67
16	Early American Life	64
17	Texas Homes	63
18	Workbench	63
19	Country Journal	52
20	New Shelter	52
21	The Homeowner	49
22	1,001 Home Ideas	42
23	Architectural Digest	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Country Living

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 262-5700
Year founded: 1978
Published: Monthly

Publisher: Richard Sarno
Advertising Director: Louis G. Pepe
Other key contacts: Victoria Lasdon, New York Manager; Peter L. Miller, Midwestern Manager; Owen C. Buckley, Western Manager

Editorial Description: Country Living is a home-service magazine edited for suburban and city dwellers, who want to create the warmth and charm of a country lifestyle. Articles range from decorating with antiques and reproductions to buying an old home, building a new home to cooking country cuisine. Country cooking, kitchen planning, home entertainment, decorating, creative crafts, energy conservation, gardening, interior design, real estate and house plans to buy are included in each issue. Regular contributors write on food and wine, furniture refinishing and decorating, travel, and home remodeling. Previews of products available in today's market to create a "country look" are regularly featured.

Member: ABC

Primary SRDS Classification No. 24

Early American Life

Historical Times, Inc.
2245 Kohn Road
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1970
Published: Bimonthly

Advertising Director: Kathy Read
Other key contacts: Leonard Levine, Marketing Director

Editorial Description: Early American Life is published for everyone who is interested in building, furnishing and decorating in the early American style. It contains articles of particular value in restoring old houses and in giving new ones the special flavor of the 18th and 19th centuries. In addition to home furnishings content, Early American life features include travel, foods, handcrafts of all kinds, collecting, and the story of how everyday life was for Americans of an earlier time. Each issue involves readers in the classic design and warm style of an earlier America, helping them to incorporate the best of the past into today's lifestyle.

Member: ABC

Primary SRDS Classification No. 24

The Family Handyman

The Webb Company
1999 Shepard Road
St. Paul, MN 55116
(612) 690-7328
Year founded: 1951
Published: 10x per year

Publisher: Greg Carey
Advertising Director: Pat Barry

Editorial Description: The Family Handyman is edited for the homeowner with an active interest in home improvement and home management. Major editorial categories include home remodeling, repair and maintenance, energy efficiency, home furnishings and decorating, yard and garden care. Additional themes include woodworking, auto maintenance, new products and general interest. The graphic emphasis is on step-by-step photos and illustrations as well as detailed plans and diagrams. Editorial departments include Ask Handyman, Reader Letters, Using Tools, Shop News, Pro Advice, Appliance Repair and Handyman Garage.

Member: ABC

Primary SRDS Classification No. 24

Home

Home Magazine, Ltd.
140 East 45th Street
2 Grand Central Tower
New York, NY 10017
(212) 682-4040
Year founded: 1954
Published: Monthly

Publisher: George C. Fields
Advertising Director: Herbert W. Bode
Other key contacts: Karen Crawford, Promotion Director; Patricia Soffel, Advertising Service Manager

Editorial Description: Home is edited for home enthusiasts. Eight out of ten editorial pages are devoted to remodeling, furnishings, architecture and building. It covers new and remodeled kitchens and baths, room additions and conversions, renovations, decorating and design projects, luxury accessories and amenities, landscaping, etc. Features also include interviews with industry professionals, such as decorators, designers and architects. In addition to feature articles, Home's departments include news and financial information of interest to homeowners, energy conservation, home plans, a buying guide, direct response products, listings of brochures and product literature available from manufacturers, and maintenance and repair information.

Member: ABC

Primary SRDS Classification No. 24

Home Mechanix

(formerly Mechanix Illustrated)

CBS Magazines
1515 Broadway, 12th Floor
New York, NY 10036
(212) 719-6000
Year founded: 1928
Published: Monthly

Publisher: Marlene Jensen

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Figures are FOLIO estimates for the calendar year 1984.

HOME

Continued

Average Circulation

1	Better Homes and Gardens	8,031,119
2	Southern Living	2,255,459
3	Home Mechanix	1,591,715
4	1,001 Home Ideas	1,520,818
5	Sunset	1,393,337
6	Organic Gardening	1,375,999
7	Country Living	1,251,870
8	The Family Handyman	1,209,604
9	Workbench	883,133
10	House Beautiful	869,334
11	Metropolitan Home	723,007
12	New Shelter	712,282
13	The Homeowner	639,621
14	Colonial Homes	620,990
15	Architectural Digest	601,048
16	Home	578,788
17	House & Garden	563,459
18	Americana	374,701
19	Early American Life	347,665
20	Country Journal	312,223
21	Southern Accents	177,743
22	Houston Home & Garden	85,929
23	Texas Homes	84,582
	Total	**26,204,426**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	Country Living	29.6
2	Americana	13.2
3	1,001 Home Ideas	13.2
4	Home	9.8
5	New Shelter	7.1
6	Workbench	4.6
7	Texas Homes	4.2
8	Colonial Homes	3.7
9	Southern Living	2.3
10	Country Journal	1.5
11	House Beautiful	1.4
12	Organic Gardening	0.3
13	Better Homes and Gardens	0.0
14	The Homeowner	ne
15	Southern Accents	ne
16	Architectural Digest	– 0.1
17	Metropolitan Home	– 0.4
18	Home Mechanix	– 1.6
19	Sunset	– 1.7
20	The Family Handyman	– 1.8
21	Houston Home & Garden	– 3.3
22	Early American Life	– 4.3
23	House & Garden	– 14.7

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Country Living	286,218
2	1,001 Home Ideas	177,119
3	Home	51,471
4	Southern Living	50,768
5	New Shelter	47,408
6	Americana	43,833
7	Workbench	39,233
8	Colonial Homes	22,396
9	House Beautiful	12,062
10	Country Journal	4,576
11	Organic Gardening	3,484
12	Texas Homes	3,430
13	The Homeowner	ne
14	Southern Accents	ne
15	Architectural Digest	– 846
16	Better Homes and Gardens	– 1,254
17	Metropolitan Home	– 2,634
18	Houston Home & Garden	– 2,956
19	Early American Life	– 15,805
20	The Family Handyman	– 22,415
21	Sunset	– 23,778
22	Home Mechanix	– 25,111
23	House & Garden	– 97,351
	Total	**549,848**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Southern Living	258
2	Sunset	251
3	House & Garden	223
4	Better Homes and Gardens	216
5	Colonial Homes	186
6	House Beautiful	185
7	Houston Home & Garden	183
8	Southern Accents	168
9	Country Living	158
10	The Family Handyman	142
11	Metropolitan Home	142
12	Organic Gardening	140
13	Texas Homes	140
14	Home Mechanix	136
15	Home	135
16	Workbench	123
17	Americana	106
18	New Shelter	104
19	Early American Life	91
20	Country Journal	87
21	1,001 Home Ideas	84
22	The Homeowner	75
23	Architectural Digest	ne

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n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Advertising Director: Ernest J. Renzulli
Other key contacts: John Brown, Marketing Director; Robert Fitzpatrick, Marketing Research Director

Editorial Description: Home Mechanix is devoted to home improvement and automotive care. Home Mechanix provides home managers with detailed instruction for Do-It-Yourself projects. It also provides information to help the reader make informed decisions when specifying products and materials, or engaging craftsmen, contractors and mechanics.

Member: ABC

Primary SRDS Classification No. 29

The Homeowner

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1976
Published: 10x per year
Publisher: Martin J. Tubridy
Advertising Director: Martin J. Tubridy
Other key contacts: Mitch Lurin, Director of Marketing Services

Editorial Description: The Homeowner covers major home improvements, remodeling and modernization, both do-it-yourself and professionally contracted. Remodeling and decorating ideas are combined with practical means of achieving them. Planning, estimating and buying tips are included along with techniques and tools. Each issue features a major area of homeowner interest and involvement.

Member: ABC

Primary SRDS Classification No. 24

House & Garden

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1901
Published: Monthly

Publisher: William Bondlow
Advertising Director: Donald Kilmartin
Other key contacts: Timothy Knipe, Marketing Director; Robert Newkirchen, Advertising Manager

Editorial Description: House & Garden is a magazine devoted to decoration, design, architecture and the arts. Features and photographs focus on the viewpoint of writers, artists and architects, and the homes of people whose style of living is individual and distinctive. Current commentary on books, films, travel, gardens, food and wine is also included.

Member: ABC

Primary SRDS Classification No. 24

House Beautiful

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5000
Year founded: 1896
Published: Monthly

Publisher: Clifford Tallman
Advertising Director: Donald Kamens
Other key contacts: E. Michael Peterson, Midwestern Manager; Donald Rose, Southern Manager; Sasha A. Lawer, West Coast Manager

Editorial Description: House Beautiful is a home magazine designed for families interested in their homes and home furnishings. Architectural and decorating articles range from advance design concepts to practical home planning and maintenance information. The editorial content is primarily devoted to home furnishings, management and building; secondly, as a guide to good living, it regularly includes articles on travel, gardening, entertainment, food, liquor, music and beauty.

Member: ABC

Primary SRDS Classification No. 24

Houston Home & Garden

Metro Home & Garden Magazines
5615 Kirby Drive, Suite 600
P.O. Box 25386
Houston, TX 77005
(713) 524-3000
Year founded: 1974
Published: Monthly
Advertising Director: Susan Deaner

Editorial Description: Houston Home & Garden magazine is an upscale local shelter and lifestyle magazine for the Houston market. Columns include art, travel, in shape, design, dining in, etc. The main editorial features homes, landscaping and entertaining ideas.

Member: ABC

Primary SRDS Classification No. 24

Metropolitan Home

Meredith Corporation
1716 Locust Street
Des Moines, IA 50336
(515) 284-5000
Year founded: 1981
Published: Monthly

Publisher: Stephen R. Burzon
Advertising Director: William G. Murphy
Other key contacts: Merrie L. Davis, Sales Development Director

Editorial Description: Metropolitan Home contains coverage of home design, home furnishings, food, wines and spirits, entertaining, electronics and travel and defines the art of living well for

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HOME

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Better Homes and Gardens	204,949
2	Southern Living	90,884
3	Sunset	58,194
4	Architectural Digest	50,249
5	House Beautiful	39,047
6	Country Living	37,606
7	House & Garden	35,002
8	Home Mechanix	34,378
9	1,001 Home Ideas	26,702
10	Organic Gardening	23,576
11	The Family Handyman	22,466
12	Metropolitan Home	21,950
13	Home	15,013
14	Colonial Homes	14,906
15	New Shelter	11,136
16	Workbench	7,408
17	The Homeowner	7,328
18	Country Journal	6,724
19	Houston Home & Garden	6,567
20	Southern Accents	6,139
21	Americana	5,441
22	Early American Life	5,397
23	Texas Homes	5,094
	Total	**736,156**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Country Living	43.8
2	Home	38.4
3	1,001 Home Ideas	22.4
4	Metropolitan Home	17.5
5	The Family Handyman	15.5
6	House Beautiful	15.5
7	Americana	15.0
8	Better Homes and Gardens	14.3
9	House & Garden	13.9
10	Texas Homes	13.2
11	Colonial Homes	12.2
12	Houston Home & Garden	12.0
13	Southern Living	9.3
14	Sunset	9.2
15	Architectural Digest	6.2
16	Home Mechanix	4.7
17	Workbench	4.7
18	New Shelter	2.9
19	The Homeowner	ne
20	Southern Accents	ne
21	Early American Life	−5.0
22	Organic Gardening	−5.2
23	Country Journal	−7.9

Subscription Revenue

		$000
1	Better Homes and Gardens	69,052
2	Southern Living	33,606
3	1,001 Home Ideas	17,042
4	Architectural Digest	16,717
5	Organic Gardening	13,860
6	Sunset	13,536
7	Home Mechanix	12,199
8	House & Garden	11,792
9	Country Living	11,360
10	The Family Handyman	9,283
11	House Beautiful	6,631
12	New Shelter	6,356
13	Metropolitan Home	6,336
14	Home	5,763
15	The Homeowner	5,070
16	Colonial Homes	4,705
17	Workbench	4,078
18	Early American Life	3,962
19	Country Journal	3,779
20	Americana	3,331
21	Southern Accents	2,327
22	Texas Homes	1,116
23	Houston Home & Garden	866
	Total	**262,767**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Country Living	36.6
2	Home	22.1
3	1,001 Home Ideas	16.1
4	Americana	15.5
5	Better Homes and Gardens	15.0
6	Sunset	13.8
7	Texas Homes	6.5
8	Country Journal	5.2
9	Workbench	4.5
10	Southern Living	2.6
11	Metropolitan Home	2.4
12	Architectural Digest	1.9
13	Home Mechanix	1.3
14	House Beautiful	1.1
15	Colonial Homes	0.8
16	The Homeowner	ne
17	Southern Accents	ne
18	The Family Handyman	−0.8
19	Houston Home & Garden	−3.6
20	New Shelter	−6.1
21	Organic Gardening	−8.1
22	Early American Life	−8.4
23	House & Garden	−14.0

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n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

quality-conscious young adults. Metropolitan Home contains first-hand news and guidance toward achieving the readers' own personal style.

Member: ABC

Primary SRDS Classification No. 24

New Shelter

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1980
Published: 9x per year

Publisher: Sanford T. Beldon
Advertising Director: Bennett Zucker
Other key contacts: Anthony Asiaghi, Marketing Manager

Editorial Description: New Shelter is edited for the homeowner who wants to renovate, remodel, maintain, and improve his home. The editorial content is devoted to new construction ideas and techniques, home remodeling, improvement and repair, design and architecture, home energy, finance and management, landscaping and gardening, and new advances in home electronics. Regular editorial departments include: product testing & evaluation, plans and projects, product preview, technical questions and answers, solar innovations, trade secrets of professional remodelers, and how-to projects.

Member: ABC

Primary SRDS Classification No. 24

1,001 Home Ideas

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1937
Published: Monthly

Publisher: Shepherd Brandfon
Advertising Director: Stephen Levinson
Other key contacts: Mitch Lurin, Director of Marketing Services, Tomi Manikas, Assistant to the Publisher

Editorial Description: 1,001 Home Ideas, a shelter magazine, is edited for homeowners interested in interior design, remodeling, building and better living. "How America Copes," a regular home feature, offers solutions to specific family living problems. Major home-building and remodeling stories, including exterior and interior features, house plans are included. Advice on design, color, fabrics, carpeting, home furnishings, room arrangements, home appliances and equipment appear in each issue. "Can Do Clinic" presents step by step instructions for do-it-yourselfers. Entertainment, food, and craft articles appear regularly.

Member: ABC

Primary SRDS Classification No. 24

Organic Gardening

(Rodale's Organic Gardening as of 8/85)

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1942
Published: Monthly

Publisher: Sanford T. Beldon
Advertising Director: Craig Neal
Other key contacts: Tom Stoneback, Associate Publisher

Editorial Description: Organic Gardening is a "how-to-do-it" home gardening magazine which offers advice on growing fruits and vegetables, plus, the processing and preparation of healthful foods, home and grounds improvement, including landscaping, lawns, and ornamentals; home heating alternatives; home workshop activities; and other aspects of an active gardening lifestyle.

Member: ABC

Primary SRDS Classification No. 21

Southern Accents

W.R.C. Smith Publishing Company
1760 Peachtree Road
Atlanta, GA 30357
(404) 874-4462
Year founded: 1977
Published: Bimonthly

Publisher: Walter Mitchell, Jr.
Advertising Director: Sims Bray, Jr.

Editorial Description: Southern Accents is edited for those who recognize and appreciate the gracious lifestyle of the South. Each issue features the interiors and gardens of fine Southern residences. Departments on antiques, the arts, design products, gardens and Southern inns are regular features.

Member: ABC

Primary SRDS Classification No. 24

Southern Living

Southern Progress Corporation
820 Shades Creek Parkway
P.O. Box 523
Birmingham, AL 35201
(205) 877-6000
Year founded: 1966
Published: Monthly

Publisher: Jim DeVira
Advertising Director: Jim DeVira
Other key contacts: H.B. "Bud" Flora, National Sales Manager

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HOME

Continued

Avg. Subscrip. Circ.

1	Better Homes and Gardens	7,488,786
2	Southern Living	2,109,417
3	1,001 Home Ideas	1,488,973
4	Home Mechanix	1,441,799
5	Organic Gardening	1,365,535
6	Sunset	1,304,035
7	The Family Handyman	1,145,251
8	Workbench	844,333
9	Country Living	811,524
10	New Shelter	688,795
11	Metropolitan Home	648,507
12	The Homeowner	612,337
13	House Beautiful	597,932
14	Home	495,473
15	Architectural Digest	494,248
16	House & Garden	473,733
17	Colonial Homes	407,883
18	Americana	354,128
19	Early American Life	308,494
20	Country Journal	289,864
21	Southern Accents	131,609
22	Texas Homes	73,450
23	Houston Home & Garden	71,085
	Total	**23,647,191**

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	Country Living	35.1
2	Americana	14.8
3	1,001 Home Ideas	13.9
4	Home	6.8
5	New Shelter	6.7
6	Texas Homes	6.7
7	Workbench	4.7
8	Country Journal	2.7
9	Architectural Digest	1.7
10	Southern Living	1.5
11	House Beautiful	1.1
12	Better Homes and Gardens	0.4
13	Home Mechanix	0.3
14	Organic Gardening	0.3
15	The Homeowner	ne
16	Southern Accents	ne
17	Colonial Homes	−0.7
18	Metropolitan Home	−0.8
19	Sunset	−1.5
20	Houston Home & Garden	−2.9
21	The Family Handyman	−3.1
22	Early American Life	−6.9
23	House & Garden	−17.7

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	Country Living	210,619
2	1,001 Home Ideas	181,185
3	Americana	45,643
4	New Shelter	43,380
5	Workbench	37,816
6	Home	31,340
7	Southern Living	31,147
8	Better Homes and Gardens	27,638
9	Architectural Digest	8,398
10	Country Journal	7,613
11	House Beautiful	6,240
12	Texas Homes	4,642
13	Home Mechanix	3,898
14	Organic Gardening	3,656
15	The Homeowner	ne
16	Southern Accents	ne
17	Houston Home & Garden	−2,123
18	Colonial Homes	−3,000
19	Metropolitan Home	−5,492
20	Sunset	−19,874
21	Early American Life	−22,866
22	The Family Handyman	−36,334
23	House & Garden	−101,733
	Total	**451,793**

Newsstand Revenue

		$000
1	Country Living	10,304
2	Better Homes and Gardens	9,762
3	House Beautiful	6,351
4	Architectural Digest	5,767
5	House & Garden	4,307
6	Southern Living	3,943
7	Colonial Homes	3,836
8	Home Mechanix	2,698
9	Home	1,950
10	Metropolitan Home	1,743
11	Sunset	1,607
12	The Family Handyman	1,126
13	Southern Accents	1,093
14	1,001 Home Ideas	745
15	Early American Life	588
16	Country Journal	448
17	The Homeowner	409
18	Houston Home & Garden	356
19	Workbench	349
20	Texas Homes	334
21	New Shelter	317
22	Americana	241
23	Organic Gardening	188
	Total	**58,462**

Avg. Newsstand Circ.

1	Better Homes and Gardens	542,334
2	Country Living	440,346
3	House Beautiful	271,403
4	Colonial Homes	213,107
5	Home Mechanix	149,917
6	Southern Living	146,042
7	Architectural Digest	106,800
8	House & Garden	89,726
9	Sunset	89,302
10	Home	83,315
11	Metropolitan Home	74,500
12	The Family Handyman	64,353
13	Southern Accents	46,135
14	Early American Life	39,171
15	Workbench	38,800
16	1,001 Home Ideas	31,845
17	The Homeowner	27,285
18	New Shelter	23,488
19	Country Journal	22,359
20	Americana	20,573
21	Houston Home & Garden	14,845
22	Texas Homes	11,132
23	Organic Gardening	10,464
	Total	**2,557,242**

% Chg. Avg. News. Circ.

1984 vs. 1983		%
1	Home	31.9
2	The Family Handyman	27.6
3	Early American Life	22.0
4	Country Living	20.7
5	New Shelter	20.7
6	Southern Living	15.5
7	Colonial Homes	13.5
8	House & Garden	5.1
9	Metropolitan Home	4.0
10	Workbench	3.8
11	House Beautiful	2.2
12	The Homeowner	ne
13	Southern Accents	ne
14	Organic Gardening	−1.6
15	Sunset	−4.2
16	Better Homes and Gardens	−5.1
17	Houston Home & Garden	−5.3
18	Architectural Digest	−8.0
19	Americana	−8.1
20	Texas Homes	−9.8
21	1,001 Home Ideas	−11.3
22	Country Journal	−12.0
23	Home Mechanix	−16.2

Net Chg. Avg. News. Circ.

1984 vs. 1983		
1	Country Living	75,599
2	Colonial Homes	25,396
3	Home	20,131
4	Southern Living	19,621
5	The Family Handyman	13,919
6	Early American Life	7,061
7	House Beautiful	5,822
8	House & Garden	4,381
9	New Shelter	4,029
10	Metropolitan Home	2,858
11	Workbench	1,417
12	The Homeowner	ne
13	Southern Accents	ne
14	Organic Gardening	−174
15	Houston Home & Garden	−834
16	Texas Homes	−1,212
17	Americana	−1,810
18	Country Journal	−3,038
19	Sunset	−3,904
20	1,001 Home Ideas	−4,066
21	Architectural Digest	−9,244
22	Better Homes and Gardens	−28,892
23	Home Mechanix	−29,009
	Total	**98,051**

% Chg. News. Revenue

1984 vs. 1983		%
1	The Family Handyman	37.0
2	Home	31.9
3	Early American Life	22.0
4	Country Living	20.7
5	New Shelter	20.7
6	Metropolitan Home	18.7
7	Southern Living	15.5
8	Colonial Homes	13.5
9	House Beautiful	6.0
10	House & Garden	5.1
11	Workbench	3.9
12	The Homeowner	ne
13	Southern Accents	ne
14	Organic Gardening	−1.6
15	Sunset	−4.2
16	Better Homes and Gardens	−5.1
17	Houston Home & Garden	−5.2
18	Architectural Digest	−8.0
19	Americana	−8.1
20	Texas Homes	−9.7
21	1,001 Home Ideas	−11.3
22	Country Journal	−16.0
23	Home Mechanix	−16.2

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Editorial Description: Southern Living is edited for, and concerns the tastes and interests of contemporary Southerners. The magazine regularly traces developments in the areas of travel and recreation, homes and building, gardening and landscaping, and food and entertaining.

Member: ABC

Primary SRDS Classification No. 24

Sunset

Lane Publishing Co.
80 Willow Road
Menlo Park, CA 94025
(415) 321-3600
Year founded: 1898
Published: Monthly

Publisher: L.W. Lane, Jr.
Advertising Director: Richard T. Bristol
Other key contacts: James W. Baker, Eastern Advertising Sales Manager; Laurence C. Smith, Advertising Sales Manager

Editorial Description: Sunset, The Magazine of Western Living is published for the 13 Western states, including Hawaii. It is a "how-to-do-it" guide covering the areas of travel; food and entertaining; home and building; remodeling and maintenance; and gardening. It is published in four editorial zone editions so that contents may be localized within the Western region it serves.

Member: ABC

Primary SRDS Classification No. 24

Texas Homes

Southwest Media Corporation
3988 N. Central Expressway, Suite 1200
Dallas, TX 75204
(214) 827-5000
Year founded: 1977
Published: Monthly

Publisher: Ann Richardson
Advertising Director: Jim Deibel

Editorial Description: Texas Homes is a maga- ▶

HOME

Continued

zine of fine interiors for the Southwest. Each issue highlights homes, new trends in design, decorating, home furnishings and art. Editorial regular features include pictorial tours of custom and historic homes, gardens, architecture, art and design.

Member: ABC, MPA

Primary SRDS Classification No. 30A

Workbench

The Do-It-Yourself Magazine

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, MO 64111
(816) 531-5730
Year founded: 1957
Published: Bimonthly

Publisher: John E. Tillotson III
Chairman: John E. Tillotson II
Advertising Director: Bradford B. Reynolds
Other key contacts: Albert G. Glass, Circulation Director

Editorial Description: Workbench magazine is concerned both with ideas and practical methods applied to how-to-do projects. Instructions, drawings, and photographs are used to present projects for the beginning and advanced home craftsman.

Member: ABC, MPA

Primary SRDS Classification No. 24

GENERAL INTEREST

Continued from page 160

US (cont.)

Year founded: 1977
Published: Biweekly

Publisher: Donald E. Welsh
Advertising Director: Patricia M. Weeks
Other key contacts: Marion Aaron, Eastern Manager

Editorial Description: US is a pictorial entertainment magazine for sophisticated young adults. It focuses on personalities, trends and events about to make the news. US also features film, music and television critics and commentators.

Member: ABC

Primary SRDS Classification No. 36B

Vanity Fair

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1914; revived, 1983
Published: Monthly

Publisher: G. Douglas Johnston
Advertising Director: Kathy Neisloss
Other key contacts: Marvin Krauss, Marketing Director

Editorial Description: Vanity Fair is a magazine of literature and the arts, politics and popular culture. Contains articles on fiction and nonfiction: essays, stories and reviews, interviews, profiles, poetry and satire. It features photographs and drawings, portraits and photojournalism, caricatures and cartoons.

Member: ABC
Primary SRDS Classification No. 22

Yankee

Yankee Publishing Incorporated
Main Street
Dublin, NH 03444
(603) 563-8111
Year founded: 1935
Published: Monthly

Publisher: C. Robertson Trowbridge
Advertising Director: Clint Sperry

Editorial Description: Yankee is published for New Englanders everywhere. Contents (all New England) include fiction, poetry, articles, photo essays and food, travel, shopping, as well as other service departments.
Member: ABC, MPA, PIB (1985)
Primary SRDS Classification No. 22

THE MAGNET
The new CBS Magazine Network

REACHING MORE THAN 20 MILLION PASSIONATE CONSUMERS.

☐ ROAD & TRACK ☐ AMERICAN PHOTOGRAPHER ☐ SKIING
☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Home Entertainment

Market Highlights

CIRCULATION:

NEW MARKET SENDS STRONG CIRCULATION SIGNAL

New to The FOLIO:400, "Home Entertainment" consists of six books covering video, audio and cable entertainment. Every title boosts total circulation. Of note, *Video Review*'s 57.7% sub increase versus last year pushes it into the number one spot for total circ gains, with 39.8%. *Video* posts steady, across the board gains, earning it the number two spot in all growth measurements. Market heavyweight *On Cable* accounts for over one third of this heavily-sub category's total circ of 3,024,102. And *OC* scores the biggest subscriptions boost, 91.3%.

AD PAGES:

FOUR BOOKS ENJOY DOUBLE-DIGIT GROWTH

Four books lift ad pages versus 1983 by more than 10%, including *High Fidelity* (17.5%) and *Video* (15%). Top gainer, *Audio* edges up to the 1,000-page mark (987 pages) with a 34.7% increase.

REVENUE:

ALL TITLES ENTERTAIN STRONG DOLLAR GAINS

Stereo Review boasts the biggest cash purse, topping the ad revenue and total revenue lists. Black ink dominates in all market revenue measurements, with five books writing strong double-digit gains in total dollars versus year ago. *Video Review* sharply increases sub revenues (up 74.8%) and *Video* scores a 48.2% increase in overall revenue.

HOME ENTERTAINMENT

Continued

Total Revenue

ad rev. + circ. rev.		$000
1	Stereo Review	17,744
2	On Cable	12,896
3	Video Review	11,470
4	High Fidelity	11,182
5	Video	9,470
6	Audio	6,790
	Total	69,552

% Chg. Total Revenue

1984 vs. 1983		%
1	Video	48.2
2	On Cable	37.8
3	Audio	29.5
4	Video Review	25.3
5	High Fidelity	12.0
6	Stereo Review	2.1

Subscription Revenue

		$000
1	On Cable	9,946
2	High Fidelity	3,763
3	Video Review	3,687
4	Stereo Review	3,437
5	Video	2,097
6	Audio	1,383
	Total	24,313

% Chg. Sub. Revenue

1984 vs. 1983		%
1	Video Review	74.8
2	On Cable	49.1
3	Video	21.9
4	Audio	9.8
5	Stereo Review	5.1
6	High Fidelity	-4.5

Avg. Subscrip. Circ.

1	On Cable	936,535
2	Stereo Review	515,856
3	High Fidelity	362,973
4	Video Review	271,084
5	Video	197,707
6	Audio	113,685
	Total	2,397,840

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	On Cable	91.3
2	Video Review	57.7
3	Video	22.3
4	High Fidelity	4.5
5	Stereo Review	4.5
6	Audio	-0.9

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	On Cable	446,916
2	Video Review	99,184
3	Video	36,109
4	Stereo Review	22,005
5	High Fidelity	15,576
6	Audio	-1,034
	Total	618,756

Newsstand Revenue

		$000
1	Video Review	1,972
2	Video	1,907
3	Stereo Review	1,203
4	Audio	957
5	High Fidelity	779
6	On Cable	0
	Total	6,818

Avg. Newsstand Circ.

1	Video Review	84,287
2	Video	81,512
3	Stereo Review	62,663
4	Audio	39,865
5	High Fidelity	33,305
6	On Cable	0
	Total	301,632

% Chg. Avg. News. Circ.

1984 vs. 1983		%
1	Audio	11.3
2	Video	10.2
3	Stereo Review	3.5
4	Video Review	2.3
5	On Cable	n/a
6	High Fidelity	-9.1

Net Chg. Avg. News. Circ.

1984 vs. 1983		
1	Video	7,561
2	Audio	4,039
3	Stereo Review	2,121
4	Video Review	1,927
5	On Cable	n/a
6	High Fidelity	-3,317
	Total	12,331

% Chg. News. Revenue

1984 vs. 1983		%
1	Audio	24.3
2	Stereo Review	15.2
3	Video	14.4
4	High Fidelity	2.5
5	Video Review	2.4
6	On Cable	n/a

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Stereo Review

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-5050
Year founded: 1958
Published: Monthly

Publisher: Roman Beyer, Vice President
Advertising Director: Winston Johnson

Editorial Description: Stereo Review is edited for the stereo equipment enthusiast and for music lovers who wish to increase their listening enjoyment. Each issue features reviews of stereo equipment and of popular, classical, jazz and folk music recordings as well as articles, columns, and departments to new products, technical questions and answers and news of the music world.

Member: ABC

Primary SRDS Classification No. 33

Video

Reese Communications, Inc.
460 West 34th Street
New York, NY 10001
(212) 947-6500
Year founded: 1978
Published: Monthly

Publisher: Jay Rosenfield
Advertising Director: Debra Halpert
Other key contacts: Eric Schwartz, Advertising Manager; Colette Kreins, West Coast Sales Manager; Milton Gerber, Midwest Sales; Glenn Markman, Advertising Sales

Editorial Description: Video magazine is a service/entertainment publication edited for the home video enthusiast, as well as the prospective purchaser of consumer video products and services. Articles concern hands-on equipment and technique tips, money-saving shipping advice, comprehensive product tests, provocative programming and entertainment pieces on actors, directors, genres, and practical implications of new technology to the average viewer. Regular departments include new cassette and disc titles, in-depth product testing, video furnishing and decor ideas, technical Q&A, what's new on cable programming and technology, and new product info on TVs, cameras, video recorders and disc players, computers, games, accessories.

Member: ABC

Primary SRDS Classification No. 47

Video Review

Viare Publishing
902 Broadway
New York, NY 10010
(212) 477-2200
Year founded: 1980
Published: Monthly

Publisher: Richard Ekstract
Associate Publisher: Stephen Bentkover
Other key contacts: Steve Feldman, Director of Sales; Kim Coons, Ad Coordinator

Editorial Description: Video Review, Incorporating Home Video, is edited for consumers who want news on home video technology programming, and events, with reviews of videodiscs, tapes, TV programs, by reviewers in different topic areas. There are also "how to" articles on videotaping, editing, camera use, lighting, etc. Also included are investigative reports on controversies of interest to video consumers, shoppers' guides to new equipment, and news coverage of coming technologies, including teletext, direct satellite broadcasts, and low-power TV. Departments include Q&A, New Products, Previews, Coming on TV.

Member: ABC

Primary SRDS Classification No. 47

Figures are FOLIO estimates for the calendar year 1984.

HOME ENTERTAINMENT

Ad Pages

1	Audio	987
2	Video	885
3	Video Review	684
4	Stereo Review	562
5	High Fidelity	444
6	On Cable	165
	Total	**3,727**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Audio	34.7
2	High Fidelity	17.5
3	Video	15.0
4	On Cable	10.7
5	Stereo Review	−7.0
6	Video Review	−11.8

Net Chg. Ad Pages

1984 vs. 1983

1	Audio	254
2	Video	115
3	High Fidelity	66
4	On Cable	16
5	Stereo Review	−42
6	Video Review	−92
	Total	**317**

Avg. Ad Pages/Copy

1	Audio	82
2	Video	74
3	Video Review	57
4	Stereo Review	47
5	High Fidelity	37
6	On Cable	14

Ad Revenue

		$000
1	Stereo Review	13,104
2	High Fidelity	6,640
3	Video Review	5,811
4	Video	5,466
5	Audio	4,451
6	On Cable	2,950
	Total	**38,422**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Video	82.0
2	Audio	38.5
3	High Fidelity	25.7
4	Video Review	13.5
5	On Cable	9.7
6	Stereo Review	0.3

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Video	2,463
2	High Fidelity	1,357
3	Audio	1,237
4	Video Review	691
5	On Cable	262
6	Stereo Review	43
	Total	**6,053**

Avg. Edit. Pgs./Copy

1	On Cable	134
2	Video	82
3	Stereo Review	61
4	High Fidelity	57
5	Audio	ne
6	Video Review	ne

Average Circulation

1	On Cable	1,261,166
2	Stereo Review	578,519
3	High Fidelity	396,278
4	Video Review	355,371
5	Video	279,219
6	Audio	153,549
	Total	**3,024,102**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Video Review	39.8
2	Video	18.5
3	On Cable	5.7
4	Stereo Review	4.4
5	High Fidelity	3.2
6	Audio	2.0

Net Chg. Avg. Circ.

1984 vs. 1983

1	Video Review	101,111
2	On Cable	67,565
3	Video	43,670
4	Stereo Review	24,126
5	High Fidelity	12,260
6	Audio	3,005
	Total	**251,737**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Video	156
2	On Cable	147
3	Stereo Review	108
4	High Fidelity	94
5	Audio	ne
6	Video Review	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Audio

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6331
Year founded: 1918
Published: Monthly

Advertising Director: Steve Goldberg, Associate Publisher
Other key contacts: Stephen W. Witthoft, National Manager

Editorial Description: Audio is edited for stereo equipment enthusiasts, music-listening devotees, and professionals in the sound field. Each issue includes equipment and LP record reviews for the buying guidance of readers; articles on stereo high fidelity equipment, as well as on audio and recording for the professional, serious amateur, and hobbyist; a variety of features by audio columnists; new products, "What's New in Audio," and question & answer columns.

Member: ABC

Primary SRDS Classification No. 33

High Fidelity

ABC Leisure Magazines, Inc.
825 Seventh Avenue
New York, NY 10019
(212) 265-8360
Year founded: 1951
Published: Monthly

Publisher: Steven I. Rosenbaum
Advertising Director: James A. Casella
Other key contacts: William Tynan, Associate Publisher; Richard J. Marino, Associate Advertising Manager

Editorial Description: High Fidelity addresses the home audio, video, music and home entertainment enthusiast with lab test reports on audio, video and car stereo equipment; news and features on those topics plus emerging new technologies such as home computers and digital audio; and critical reviews of popular and classical recordings on compact disc, videodisc, videocassette, and standard LPs. Spans the knowledge range from neophyte to buff with information on how to buy equipment, which equipment is best, how components work, etc. Includes periodic buying guides.
Member: ABC
Primary SRDS Classification No. 33

ON CABLE

On Cable Publications, Inc.
25 Van Zant Street
Norwalk, CT 06856
(203) 866-6256
Year founded: 1980
Published: Monthly

Publisher: Peter Funt
Advertising Director: Scott Haberman
Associate Publisher: Pat L. LaMarco
Other key contacts: Geoffrey Gropp, New York Sales Manager

Editorial Description: ON CABLE combines cable TV program listings with articles about cable programs and personalities. Content focuses on the world of cable television as well as video technology. Regular columns include Movies, Sports, Home Electronics, Hollywood Connection, and CableGrams. Program listings are tailored for each region, providing schedules and highlights for cable services carried locally.

Member: BPA

Primary SRDS Classification No. 30B

Inflight
Market Highlights

CIRCULATION:

CIRCULATION RISES FOR MOST BOOKS

You have to fly to get one of these magazines. You can't subscribe to them, or buy an issue on the newsstand. They all have sort of "paid circulation" in that you do have to buy a ticket to get on the plane. Speaking of flying, circulation ascends for all but one title in this category. *AmericanWay* leads the way, up 9.6%, followed by *United*, up 9.3%.

AD PAGES:

***PAN AM CLIPPER* ADDS PAGES AT FAST CLIP**

Pan Am Clipper scores page gains versus 1983 at a sound-breaking clip, up 48.9%. Healthy gains for the category average around 18%, with *United* and *Delta Sky* occupying the number two and three positions.

REVENUE:

AD-REVENUE-ONLY MARKET SEES DOLLARS CLIMB

When it comes to revenue in this category, advertising is it. *Pan Am Clipper* jets ahead of its competition in revenue gains versus 1983, up 49.9%. *United*, with a gain of 30.5%, moves up to the number two growth spot from number three last year.

INFLIGHT

Ad Pages

1 Eastern Review	1,372
2 United	1,357
3 AmericanWay	1,227
4 Delta Sky	909
5 Pan Am Clipper	754
6 TWA Ambassador	726
Total	**6,345**

% Chg. Ad Pages

1984 vs. 1983	%
1 Pan Am Clipper	48.9
2 United	16.8
3 Delta Sky	13.6
4 TWA Ambassador	11.3
5 Eastern Review	9.8
6 AmericanWay	9.3

Net Chg. Ad Pages

1984 vs. 1983	
1 Pan Am Clipper	248
2 United	195
3 Eastern Review	122
4 Delta Sky	109
5 AmericanWay	104
6 TWA Ambassador	74
Total	**852**

Avg. Ad Pages/Copy

1 Eastern Review	114
2 United	113
3 AmericanWay	102
4 Delta Sky	76
5 Pan Am Clipper	63
6 TWA Ambassador	61

Ad Revenue

	$000
1 United	14,541
2 AmericanWay	10,540
3 Eastern Review	10,599
4 Delta Sky	7,864
5 TWA Ambassador	5,890
6 Pan Am Clipper	4,878
Total	**54,312**

% Chg. Ad Revenue

1984 vs. 1983	%
1 Pan Am Clipper	49.9
2 United	30.5
3 Eastern Review	16.5
4 AmericanWay	14.2
5 TWA Ambassador	11.4
6 Delta Sky	10.3

Net Chg. Ad Revenue

1984 vs. 1983	$000
1 United	3,396
2 Pan Am Clipper	1,624
3 Eastern Review	1,499
4 AmericanWay	1,313
5 Delta Sky	736
6 TWA Ambassador	604
Total	**9,172**

Avg. Edit. Pgs./Copy

1 AmericanWay	96
2 Eastern Review	71
3 Delta Sky	65
4 United	65
5 TWA Ambassador	56
6 Pan Am Clipper	42

Average Circulation

1 United	399,437
2 Eastern Review	316,913
3 Delta Sky	294,000
4 AmericanWay	254,621
5 TWA Ambassador	249,150
6 Pan Am Clipper	230,622
Total	**1,744,743**

% Chg. Avg. Circ.

1984 vs. 1983	%
1 AmericanWay	9.6
2 United	9.3
3 Eastern Review	3.2
4 TWA Ambassador	3.1
5 Pan Am Clipper	0.2
6 Delta Sky	0.0

Net Chg. Avg. Circ.

1984 vs. 1983	
1 United	33,968
2 AmericanWay	22,396
3 Eastern Review	9,907
4 TWA Ambassador	7,575
5 Pan Am Clipper	373
6 Delta Sky	0
Total	**74,219**

Avg. Total Pgs./Copy

ad pages + edit. pages	
1 AmericanWay	198
2 Eastern Review	185
3 United	178
4 Delta Sky	141
5 TWA Ambassador	116
6 Pan Am Clipper	104

Total Revenue

ad rev. + circ. rev.	$000
1 United	14,541
2 Eastern Review	10,599
3 AmericanWay	10,540
4 Delta Sky	7,864
5 TWA Ambassador	5,890
6 Pan Am Clipper	4,878
Total	**54,312**

% Chg. Total Revenue

1984 vs. 1983	%
1 Pan Am Clipper	49.9
2 United	30.5
3 Eastern Review	16.5
4 AmericanWay	14.2
5 TWA Ambassador	11.4
6 Delta Sky	10.3

MAGAZINE PROFILES

AmericanWay

American Airlines, Inc.
MD 3A61, P.O. Box 619616
DFW Airport, TX 75261-9616
MD 3A61, 4200 American Blvd.
Ft. Worth, TX 76155
(817) 355-1583
Year founded: 1966
Published: Biweekly (as of 1/85)

Publisher: Walter A. Damtoft
Advertising Director: Hank Thunhorst

Editorial Description: AmericanWay is edited for the air traveler. The subject matter varies, and includes: business, sports, travels, humor, art, outdoor activities, music, foods and profiles of unusual people and institutions.

Member: BPA, MPA

Primary SRDS Classification No. 1

Delta Sky

Halsey Publishing Company
700 Delaware Ave.
Buffalo, NY 14209
(716) 881-6500
Year founded: 1972
Published: Monthly

Publisher: Seymour Gerber
Advertising Director: Alan Winter
Other key contacts: Gordon Russell, Senior Vice President

Editorial Description: Delta Sky is a national magazine edited for the passengers on Delta flights. Articles include human interest, travel, sports, personality interviews, arts, book review, special features and hi-tech/computer column each month.

Primary SRDS Classification No. 1

Eastern Review

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1976
Published: Monthly

Publisher: Fred R. Smith
Advertising Director: Frank J. Colonno

Editorial Description: Eastern Review's articles focus on our nation's cities, people, fashion, international travel and feature articles from notable publications. Full color portfolios showcase the newest exhibitions in art and photography. A lively overview of entertainment events in the east keeps the reader abreast of current trends. A special edition is presented each month for Shuttle passengers. This edition focuses on major▶

Figures are Folio estimates for the calendar year 1984.

BIG BUSINESS SPENDS
$61 BILLION
ANNUALLY ON TRAVEL

TRAVEL ACCOUNTS FOR
INDUSTRY'S THIRD LARGEST
OVERHEAD EXPENSE

NEARLY HALF OF ALL
BUSINESS TRAVEL
IS AIRBORNE

CORPORATE
DECISION MAKERS ARE
HIGH FREQUENCY FLYERS

EAST/WEST INFLIGHTS FLY
WITH THE LARGEST SHARE
OF PASSENGERS IN
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CLEARLY YOU CAN'T BE IN BUSINESS WITHOUT FLYING.
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THAT DOMINATE THE SKY AND CONNECT WITH
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THE WORLD'S LARGEST PUBLISHER OF INFLIGHT MAGAZINES
Source: U.S. Travel Data Center, 1984; Department of Transportation, 1984

UNITED
EASTERN
Review
DISCOVER
Regardie's
Esquire
The Best of the New Generation
Men and Women Under Forty Who Are Changing America
SPIRIT
SOUTH PADRE ISLAND
CONNIE CHUNG TRADES THE GOLDEN STATE FOR THE GOLDEN EFFECT NETWORK NEWS
Western's World
Republic
FOR SALE
MILLION DOLLAR HOMES
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INFLIGHT

Continued

Magazine Profiles

events and guidelines to Washington, Boston and New York.

Member: BPA
Primary SRDS Classification No. 1

Pan Am Clipper

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1961
Published: Monthly

Publisher: Fred R. Smith
Advertising Director: Frank J. Colonno

Editorial Description: Pan Am Clipper selects products, places, arts, personalities which measure up to an international definition of World Class. Provocative articles on art, latest technological developments, business trends, fashion, sports, foods and travel provide the reader with inside information. "Clipper Panorama" features special events as well as the latest gadgets, scientific discoveries, theater, culinary happenings and untold art treasures.

Member: BPA

Primary SRDS Classification No. 1

United

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1957
Published: Monthly

Publisher: Fred R. Smith
Advertising Director: Frank J. Colonno

Editorial Description: United focuses on the achievements and lifestyles of the people who influence America. It profiles chief executives of major corporations and eminent professionals in law, architecture, medicine, art, education and entertainment. It also carries travel destination and service features.

Member: BPA

Primary SRDS Classification No. 1

TWA Ambassador

Paulsen Publishing, Inc.
420 Lexington Ave.
New York, NY 10170
(212) 490-1446
Year founded: 1968
Published: Monthly

Publisher: E.D. Kaufman
Advertising Director: Joseph C. Paulsen
Other key contacts: Brad Paulsen, Vice President; Michael Rooney, Sales Manager

Editorial Description: TWA Ambassador is edited for TWA passengers. Feature articles and regular departments provide coverage of business, the arts, fashion, travel, sports, social concerns and personalities. Also included is in-flight information, TWA route maps, information on TWA cities.

Member: BPA, MPA

Primary SRDS Classification No. 1

BUSINESS & FINANCIAL

Continued from page 138

Venture

Venture Magazine Inc.
521 Fifth Avenue
New York, NY 10175
(212) 682-7373
Year founded: 1979
Published: Monthly

Publisher: Arthur Lipper III
Advertising Director: James P. Rogers
Other key contacts: Joan D. Marowski, Marketing/Advertising Services Director

Editorial Description: Venture is edited for the executive who conceives new ideas for businesses, maps strategies to bring those companies into being, and does the work that is necessary to make them go. Each issue provides news, trends and information for these executives with which to operate, manage and expand their businesses, and reward themselves with the good things in life. Features explore topics ranging from emerging industries to economic trends and entrepreneurial management. Departments include New Businesses, Venture Strategies, Venture Financing, Franchise Facts, Your Business, Yourself, You Should Know, Making It Happen, and a Washington Newsletter.

Member: ABC

Primary SRDS Classification No. 8

Working Woman

Hal Publications, Inc.
342 Madison Avenue
New York, NY 10173
(212) 309-9800
Year founded: 1976
Published: Monthly

Publisher: Carol A. Taber
Advertising Director: Beth E. Sullivan
Other key contacts: Matthew D. Roberts, Marketing Director

Editorial Description: Working Woman is edited for women who are in management careers, in business. Contents include a special section devoted to entrepreneurs, as well as articles on business news, business and economic trends, technology, law, politics, current issues, finance, investment options, career fields, management, the social and behavioral sciences, travel and other lifestyle editorial as well as fashion, health and entertaining.

Member: ABC

Primary SRDS Classification No. 49

Lifestyles

Market Highlights

CIRCULATION:

DIFFERENT BOOKS FOR DIFFERENT FOLKS

A wide variety of books has a wide range in circulation—from *Organic Gardening*'s total 1.4 million copies, to market newcomer, *The Blood-Horse*, with a 21,432 copy distribution. Market welcomes FOLIO:400 newcomer *Better Living*, which scores second-highest circ, and adds 1,098,568 subscription-only copies to the market total.

Average circulation gain is less than 2% per member. One-two in both total circ and sub circ gains, are *American Health* and *Americana*. *AH*'s first-place circ boost of 36.1% is due largely to its number one sub hike of 43.6% vs. '83. *Americana* posts second-largest gains in total circ (13.2%) and sub circ (14.8%). Two magazines inspired by the alternative lifestyles of the late '60s and early '70s are tops in newsstand sales—*Rolling Stone* leads with 266,285 copies, followed by *The Mother Earth News* at 189,570. *Early American Life* (up 22% vs. '83) and *The Blood-Horse* (up 15.7% vs. '83) take first and second place in newsstand circ growth.

AD PAGES:

MARKET UPS PAGES BY OVER 10,000

Market's 10,000-plus more ad pages are directly attributable to two newcomers. *The Blood-Horse* adds 6,958, and FOLIO:400 newcomer *Quarter Horse Journal* contributes 4,376 to market total of 25,721. Following the two horse books are four boating books, each with 1,500+ ad pages. Growth is robust for *American Health*, which increases its ad pages by 57.5%.

REVENUE:

HEALTH 'N WEALTH AND ROCK 'N ROLL

Rolling Stone gathers no moss: It leads the market in ad and newsstand revenues as well as total dollars ($42.3 million). *RS* also has a good year at the newsstand, placing second in newsstand revenue gains. *Organic Gardening*, number two in total revenue, holds first position in sub revenue with almost $14 million.

American Health has a healthy and wealthy 1984, winning top position in all four revenue growth measurements. Ad dollars increase 152.2%, sub revenue climbs 62.3%, and newsstand revenue rises 34.2%, jumping total revenue over 85% vs. '83. *Boating* cruises into second place in ad and total revenue gains, up 30.4% and 27% respectively.

LIFESTYLES

Ad Pages

1	The Blood-Horse	6,958
2	Quarter Horse Journal	4,376
3	Yachting	2,059
4	Cruising World	1,744
5	Sail	1,638
6	Boating	1,591
7	Trailer Life	1,471
8	Rolling Stone	1,087
9	Bicycling	973
10	Organic Gardening	796
11	Runner's World	622
12	Outside	520
13	American Health	405
14	Country Journal	381
15	Grit	365
16	The Mother Earth News	292
17	Americana	231
18	Early American Life	163
19	Better Living	49
	Total	25,721

% Chg. Ad Pages

1984 vs. 1983		%
1	American Health	57.5
2	Boating	18.6
3	Sail	15.7
4	Yachting	14.4
5	Trailer Life	14.3
6	Grit	8.2
7	Outside	8.1
8	Bicycling	5.7
9	Runner's World	4.9
10	Americana	3.8
11	Cruising World	3.4
12	Better Living	ne
13	Quarter Horse Journal	ne
14	The Blood-Horse	– 2.0
15	Rolling Stone	– 7.3
16	Early American Life	– 8.7
17	Organic Gardening	– 9.6
18	The Mother Earth News	– 17.1
19	Country Journal	– 26.7

Net Chg. Ad Pages

1984 vs. 1983		
1	Yachting	259
2	Boating	249
3	Sail	223
4	Trailer Life	184
5	American Health	148
6	Cruising World	57
7	Bicycling	53
8	Outside	39
9	Runner's World	29
10	Grit	28
11	Americana	9
12	Better Living	ne
13	Quarter Horse Journal	ne
14	Early American Life	– 16
15	The Mother Earth News	– 60
16	Organic Gardening	– 85
17	Rolling Stone	– 85
18	Country Journal	– 139
19	The Blood-Horse	– 140
	Total	753

Avg. Ad Pages/Copy

1	Quarter Horse Journal	365
2	Yachting	172
3	Cruising World	145
4	Sail	136
5	The Blood-Horse	134
6	Boating	133
7	Trailer Life	123
8	Bicycling	108
9	Organic Gardening	66
10	The Mother Earth News	49
11	Runner's World	48
12	Outside	47
13	American Health	45
14	Rolling Stone	45
15	Americana	39
16	Country Journal	35
17	Early American Life	27
18	Better Living	12
19	Grit	7

▶

ne = not estimated

MAGAZINE PROFILES

American Health

Fitness of Body and Mind

American Health Partners
80 Fifth Avenue
New York, NY 10011
(212) 242-2460
Year founded: 1982
Published: 10x per year

Publisher: Owen J. Lipstein
Advertising Director: John B. Caldwell, Jr.
Other key contacts: Sheila Wyle, National Sales Manager; Elizabeth Schick, Sales Promotion Director

Editorial Description: American Health: Fitness of Body and Mind is designed to deal directly with the current emerging lifestyle focused on individual health and well-being. Principal features cover recent developments in such areas as nutrition, fitness and exercise, prevention and psychology. Shorter items cover such topics as stress, new medical technologies, sports medicine and the economics of the health care system, including the evaluation of doctors, drugs, insurance plans, etc.

Member: ABC
Primary SRDS Classification No. 23

Americana

Americana Magazine, Inc.
29 West 38th Street
New York, NY 10018
(212) 398-1550
Year founded: 1979
Published: Bimonthly

Publisher: Jack Armstrong
Advertising Director: Art Johnson
Other key contacts: Michael Durham, Editor

Editorial Description: Americana magazine publishes articles on crafts, collecting, restorations, travel, decorating, cooking, gardening, and a number of other activities with roots in the American past that people are participating in today. Contains practical information, including detailed how-to instructions.

Member: ABC
Primary SRDS Classification No. 24

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New Canaan, CT 06840-4006

Additional Copies Available

LIFESTYLES
Continued

Ad Revenue

		$000
1	Rolling Stone	22,469
2	Boating	11,161
3	Sail	10,308
4	Organic Gardening	9,528
5	Yachting	9,527
6	Trailer Life	7,452
7	The Blood-Horse	6,440
8	Runner's World	6,404
9	Bicycling	6,065
10	American Health	4,974
11	Cruising World	4,500
12	Quarter Horse Journal	3,751
13	Outside	3,712
14	The Mother Earth News	3,683
15	Country Journal	2,497
16	Grit	2,071
17	Americana	1,870
18	Early American Life	847
19	Better Living	350
	Total	**117,609**

% Chg. Ad Revenue

1984 vs. 1983		%
1	American Health	152.2
2	Boating	30.4
3	Trailer Life	27.1
4	Bicycling	26.2
5	Cruising World	25.5
6	Runner's World	25.0
7	Sail	23.3
8	Yachting	20.5
9	Americana	18.1
10	Outside	7.7
11	The Blood-Horse	7.5
12	Rolling Stone	4.0
13	Better Living	ne
14	Quarter Horse Journal	ne
15	Organic Gardening	− 0.6
16	Early American Life	− 2.9
17	Grit	− 10.4
18	The Mother Earth News	− 19.7
19	Country Journal	− 21.4

Net Chg. Ad Revenue

1984 vs. 1983		$000
1	American Health	3,002
2	Boating	2,602
3	Sail	1,947
4	Yachting	1,621
5	Trailer Life	1,589
6	Runner's World	1,279
7	Bicycling	1,260
8	Cruising World	915
9	Rolling Stone	866
10	The Blood-Horse	448
11	Americana	286
12	Outside	264
13	Better Living	ne
14	Quarter Horse Journal	ne
15	Early American Life	− 26
16	Organic Gardening	− 59
17	Grit	− 240
18	Country Journal	− 680
19	The Mother Earth News	− 904
	Total	**14,170**

Avg. Edit. Pgs./Copy

1	Quarter Horse Journal	258
2	The Blood-Horse	124
3	The Mother Earth News	122
4	Cruising World	92
5	Bicycling	86
6	Sail	84
7	Runner's World	80
8	Trailer Life	80
9	Yachting	80
10	Organic Gardening	74
11	Boating	68
12	Americana	67
13	Early American Life	64
14	Outside	64
15	American Health	61
16	Country Journal	52
17	Rolling Stone	39
18	Grit	25
19	Better Living	12

▶

ne = not estimated

MAGAZINE PROFILES

Better Living

Humdinger Publications
Avant-Garde Media, Inc.
1775 Broadway
New York, NY 10019
(212) 581-2000
Year founded: 1980
Published: Quarterly

Publisher: Ralph Ginzburg
Advertising Director: Richard K. Greene

Editorial Description: Better Living is a comprehensive service publication, covering home, garden, health, fitness, cars, recreation, personal finance, repairs, decor, food, fishing, camping, the outdoors, travel, photography, sports, boating, crafts, hobbies. Better Living serves the interests of men and women.

Primary SRDS Classification No. 22A

Bicycling

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1979
Published: 9x per year

Publisher: James C. McCullagh
Advertising Director: David McCafee

Editorial Description: Bicycling features bicycle adventures, bike racing, family bicycle trips, vacations, surveys of technical problems, equipment review, health articles, bicycle commuting, bikeway news, history. Articles encourage the reader to ride a bicycle, or to take a particular trip, or to adapt to a new method of bicycle travel.

Member: ABC

Primary SRDS Classification No. 45

The Blood-Horse

Thoroughbred Owners and Breeders Association
1736 Alexandria Drive
P.O. Box 4038
Lexington, KY 40544
(606) 278-2361

▶

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LIFESTYLES

Continued

Average Circulation

1	Organic Gardening	1,375,999
2	Better Living	1,098,568
3	The Mother Earth News	874,590
4	Rolling Stone	825,711
5	American Health	680,974
6	Grit	582,321
7	Americana	374,701
8	Early American Life	347,665
9	Runner's World	346,658
10	Country Journal	312,223
11	Trailer Life	303,972
12	Bicycling	251,499
13	Outside	220,630
14	Boating	191,499
15	Sail	171,600
16	Yachting	144,957
17	Cruising World	115,390
18	Quarter Horse Journal	83,783
19	The Blood-Horse	21,432
	Total	**8,324,172**

% Chg. Avg. Circ.

1984 vs. 1983		%
1	American Health	36.1
2	Americana	13.2
3	Bicycling	8.5
4	The Blood-Horse	8.2
5	Rolling Stone	6.3
6	Boating	2.9
7	Outside	2.6
8	Cruising World	2.2
9	Country Journal	1.5
10	Organic Gardening	0.3
11	Better Living	ne
12	Quarter Horse Journal	ne
13	Sail	– 1.8
14	Yachting	– 4.0
15	Early American Life	– 4.3
16	Trailer Life	– 5.5
17	The Mother Earth News	– 7.8
18	Runner's World	– 9.2
19	Grit	– 15.4

Net Chg. Avg. Circ.

1984 vs. 1983

1	American Health	180,800
2	Rolling Stone	48,890
3	Americana	43,833
4	Bicycling	19,738
5	Outside	5,558
6	Boating	5,428
7	Country Journal	4,576
8	Organic Gardening	3,484
9	Cruising World	2,439
10	The Blood-Horse	1,622
11	Better Living	ne
12	Quarter Horse Journal	ne
13	Sail	– 3,188
14	Yachting	– 6,037
15	Early American Life	– 15,805
16	Trailer Life	– 17,670
17	Runner's World	– 35,160
18	The Mother Earth News	– 73,709
19	Grit	– 105,699
	Total	**59,100**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Quarter Horse Journal	622
2	The Blood-Horse	258
3	Yachting	252
4	Cruising World	238
5	Sail	220
6	Trailer Life	203
7	Boating	200
8	Bicycling	194
9	The Mother Earth News	171
10	Organic Gardening	140
11	Runner's World	127
12	Outside	111
13	American Health	106
14	Americana	106
15	Early American Life	91
16	Country Journal	87
17	Rolling Stone	84
18	Grit	32
19	Better Living	24

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Year founded: 1916
Published: Weekly
Advertising Director: Erbert Eades
Other key contacts: Kent Hollingsworth, Editor

Editorial Description: The Blood-Horse is edited for those engaged in owning, breeding, selling, and racing Thoroughbred horses, as well as for track management personnel. Feature articles report important stakes races each week, including pedigrees and racing records of participants. Also included are articles on nutrition, farm facilities, and various aspects of Thoroughbred breeding, racing, training, and care. Statistics on sires, sales of horses and produce of mares are published throughout the year. Approximately two-thirds of the editorial content is concerned with feature stories and one-third with statistics.

Member: ABC
Primary SRDS Classification No. 25

Boating

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-3985
Year founded: 1956
Published: Monthly

Publisher: J. Samuel Huey
Advertising Director: Robert E. Berg

Editorial Description: Boating is edited for the informed powerboat enthusiast, saltwater or freshwater, who owns a boat or is about to buy one. It features information on power boats, marine engines, outboard motors, marine electronics, accessories, seamanship, boat-buying, financing and maintenance. Other feature topics include sportfishing, long range and sport cruising, and powerboat racing. Each issue features a Boat Test, an analysis of current model powerboats, electronics and engine information, and a section on new gear. Boating provides comprehensive periodic guides to products for boatmen, offers commentary on various marine problems, features articles on inland and coastal cruising areas and the waterfront lifestyle.

Member: ABC
Primary SRDS Classification No. 6

Blair & Ketchum's

Country Journal

Historical Times, Inc.
2245 Kohn Road
Box 8200
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1974
Published: Monthly

Publisher: Warren Syer
Advertising Director: Kathy Read
Other key contacts: Len Levine, Vice President, Marketing

Editorial Description: Country Journal is a magazine about country living written with today's active homeowner in mind. Country Journal publishes practical articles about gardening, raising livestock, heating with wood, travel, recreational and cultural activities and other aspects of country life. Issues related to conservation, ecology, land use, etc. are also covered. Regular columns on the weather, on cooking, and on books provide in-depth coverage of the problems and rewards of country living.

Member: ABC
Primary SRDS Classification No. 24

Cruising World

Cruising World Publications, Inc.
524 Thames Street
Newport, RI 02840
(401) 847-1588
Year founded: 1974
Published: Monthly

Publisher: Murray L. Davis
Advertising Director: William Roche
Other key contacts: Donald Thompson, Director of Sales; Margo Waite, General Manager; Ted Ritter, Advertising/Marketing Manager

Editorial Description: Cruising World is edited for those who enjoy cruising under sail and for those interested in acquiring new skills enabling them to navigate and sail safely in coastal waters, on lakes and across oceans. About half the articles involve information and "how to" aimed at helping an owner maintain and enjoy his sailboat. The other half reflects reader experiences, sailing with family, friends, and sometimes alone. Seamanship, safety, and our relationship with the environment are regular subjects.

Member: ABC
Primary SRDS Classification No. 6

Early American Life

Historical Times, Inc.
2245 Kohn Road
P.O. Box 8200
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1970
Published: Bimonthly

Advertising Director: Kathy Read
Other key contacts: Leonard Levine, Marketing Director

Editorial Description: Early American Life is published for everyone who is interested in building, furnishing and decorating in the early American style. It contains articles of particular value in restoring old houses and in giving new ones the special flavor of the 18th and 19th centuries. In addition to home furnishings content, Early American Life features include travel, foods, handcrafts of all kinds, collecting, and the story of how everyday life was for Americans of an earlier time. Each issue involves readers in the classic design and warm style of an earlier America, helping them to incorporate the best of the past into today's lifestyle.

Member: ABC
Primary SRDS Classification No. 24

Grit

Grit Publishing Company
616 Jefferson
Topeka, KS 66607
(913) 295-1111
Year founded: 1882
Published: Weekly

▶

LIFESTYLES

Continued

Total Revenue

ad rev. + circ. rev.		$000
1	Rolling Stone	42,376
2	Organic Gardening	23,576
3	The Mother Earth News	17,950
4	Boating	14,865
5	Grit	14,828
6	Runner's World	14,697
7	Sail	14,511
8	Yachting	12,733
9	American Health	12,439
10	Trailer Life	10,217
11	Bicycling	9,823
12	The Blood-Horse	7,890
13	Cruising World	7,017
14	Outside	6,999
15	Country Journal	6,724
16	Better Living	5,843
17	Americana	5,441
18	Early American Life	5,397
19	Quarter Horse Journal	4,984
	Total	**238,310**

% Chg. Total Revenue

1984 vs. 1983		%
1	American Health	85.2
2	Boating	27.0
3	Bicycling	19.5
4	Trailer Life	17.2
5	Yachting	16.1
6	Sail	15.8
7	Cruising World	15.5
8	Runner's World	15.5
9	Americana	15.0
10	Rolling Stone	8.9
11	The Blood-Horse	8.6
12	Outside	8.2
13	Better Living	ne
14	Quarter Horse Journal	ne
15	Early American Life	−5.0
16	Organic Gardening	−5.2
17	Country Journal	−7.9
18	The Mother Earth News	−10.2
19	Grit	−14.5

Subscription Revenue

		$000
1	Organic Gardening	13,860
2	The Mother Earth News	10,854
3	Rolling Stone	9,809
4	Grit	7,470
5	American Health	6,354
6	Better Living	5,493
7	Runner's World	4,316
8	Early American Life	3,962
9	Country Journal	3,779
10	Americana	3,331
11	Sail	2,423
12	Trailer Life	2,327
13	Boating	2,179
14	Bicycling	2,156
15	Outside	1,959
16	Yachting	1,823
17	Cruising World	1,474
18	The Blood-Horse	1,327
19	Quarter Horse Journal	1,120
	Total	**86,016**

% Chg. Sub. Revenue

1984 vs. 1983		%
1	American Health	62.3
2	Rolling Stone	31.0
3	Boating	22.5
4	Americana	15.5
5	The Blood-Horse	13.2
6	Outside	8.1
7	Runner's World	7.6
8	Bicycling	6.8
9	Country Journal	5.2
10	Cruising World	4.4
11	Yachting	3.5
12	Better Living	ne
13	Quarter Horse Journal	ne
14	Sail	−0.4
15	Grit	−4.6
16	Trailer Life	−5.7
17	Organic Gardening	−8.1
18	Early American Life	−8.4
19	The Mother Earth News	−9.7

▶

ne = not estimated

MAGAZINE PROFILES

Advertising Director: Terry V. Harding
Other key contacts: Dennis E. Grove, General Manager

Editorial Description: Grit is a family-oriented publication for America's small towns and rural areas. It covers the aspects of family-centered living—working, recreation, homemaking, religious and community involvement. Its range of service features provides practical "how-you-can-do-it" guidance in cooking, gardening, home improvement, family economics, child-raising and recreational activities.

Member: ABC

Primary SRDS Classification No. 22

The Mother Earth News

The Mother Earth News, Inc.
105 Stoney Mountain Road
P.O. Box 70
Hendersonville, NC 28791
(704) 693-0211
Year founded: 1970
Published: Bimonthly

Publisher: Robert M. Lieb
Advertising Director: Thomas Hering
Other key contacts: Jan McKillop, Midwest Sales Manager

Editorial Description: The Mother Earth News is an exurban lifestyle service magazine for individuals and families. It provides readers with how-to-do-it information on food, gardening, home improvement, do-it-yourself skills, small business opportunities, energy use and conservation, and selective buying of quality products. It encourages them to develop their personal and material resources to improve their standard of living, and to enjoy a satisfying lifestyle.

Member: ABC, MPA, MCA
Primary SRDS Classification No. 22

Organic Gardening
(Rodale's Organic Gardening as of 8/85)

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171

▶

Additional copies of

The Folio: 400
and
The Folio:AdGuide
are available at
$25 each,
prepaid.

Folio Publishing Company
125 Elm Street, P.O. Box 4006
New Canaan, CT 06840-4006

Advertisement

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"Arnold, I know it means a lot to you, but a coffee table book it's not."

Figures are Folio estimates for the calendar year 1984.

LIFESTYLES

Continued

Avg. Subscrip. Circ.

1	Organic Gardening	1,365,535
2	Better Living	1,098,568
3	The Mother Earth News	685,020
4	American Health	619,225
5	Rolling Stone	559,426
6	Grit	449,320
7	Americana	354,128
8	Early American Life	308,494
9	Country Journal	289,864
10	Trailer Life	285,729
11	Runner's World	232,095
12	Bicycling	166,754
13	Outside	158,704
14	Boating	143,582
15	Sail	112,253
16	Yachting	96,870
17	Cruising World	82,728
18	Quarter Horse Journal	80,027
19	The Blood-Horse	20,320
	Total	**7,108,642**

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	American Health	43.6
2	Americana	14.8
3	Outside	8.6
4	Rolling Stone	8.1
5	The Blood-Horse	7.8
6	Boating	6.0
7	Bicycling	5.8
8	Cruising World	4.4
9	Country Journal	2.7
10	Organic Gardening	0.3
11	Better Living	ne
12	Quarter Horse Journal	ne
13	Yachting	− 1.0
14	Sail	− 3.9
15	Trailer Life	− 5.8
16	Early American Life	− 6.9
17	Runner's World	− 7.8
18	The Mother Earth News	− 9.9
19	Grit	− 10.1

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	American Health	188,080
2	Americana	45,643
3	Rolling Stone	41,798
4	Outside	12,564
5	Bicycling	9,128
6	Boating	8,072
7	Country Journal	7,613
8	Organic Gardening	3,656
9	Cruising World	3,478
10	The Blood-Horse	1,471
11	Better Living	ne
12	Quarter Horse Journal	ne
13	Yachting	− 1,026
14	Sail	− 4,506
15	Trailer Life	− 17,470
16	Runner's World	− 19,706
17	Early American Life	− 22,866
18	Grit	− 50,712
19	The Mother Earth News	− 75,325
	Total	**129,892**

Newsstand Revenue

		$000
1	Rolling Stone	10,098
2	Grit	5,287
3	Runner's World	3,976
4	The Mother Earth News	3,412
5	Sail	1,780
6	Bicycling	1,602
7	Boating	1,524
8	Yachting	1,383
9	Outside	1,328
10	American Health	1,111
11	Cruising World	1,043
12	Early American Life	588
13	Country Journal	448
14	Trailer Life	438
15	Americana	241
16	Organic Gardening	188
17	The Blood-Horse	123
18	Quarter Horse Journal	113
19	Better Living	0
	Total	**34,683** ▶

ne = not estimated

MAGAZINE PROFILES

Year founded: 1942
Published: Monthly

Publisher: Sanford T. Beldon
Associate Publisher: Thomas Stoneback
Advertising Director: Craig Neal

Editorial Description: Organic Gardening is a "how-to-do-it" home gardening magazine which offers advice on growing fruits and vegetables, plus, the processing and preparation of healthful foods, home and grounds improvement, including landscaping, lawns, and ornamentals; home heating alternatives; home workshop activities; and other aspects of an active gardening lifestyle.

Member: ABC
Primary SRDS Classification No. 21

Outside

Mariah Publications Corporation
1165 North Clark Street
Chicago, IL 60610
(312) 951-0990
Year founded: 1976
Published: 11x per year

Publisher: Lawrence J. Burke
Associate Publisher: Anne Clemmer
Other key contacts: Jack Klobucar, Director of Marketing Communications

Editorial Description: Outside Magazine is edited for the active adult. It is a contemporary lifestyle magazine that features sports, fitness, photography, adventure travel, and portraits of men and women adventurers and sport daredevils. Also regularly reviewed: wildlife, outdoor clothing and product news, destinations/travel options, and environmental and political issues.

Member: ABC
Primary SRDS Classification No. 8B

The Quarter Horse Journal

American Quarter Horse Association
2701 I-40 East
P.O. Box 32470
Amarillo, TX 79120
(806) 376-4811
Year founded: 1948
Published: Monthly

Advertising Director: Doug Hayes
Other key contacts: Carolyn Watson, Assistant Director of Advertising; Laurey Wright, Advertising Assistant

Editorial Description: The Quarter Horse Journal's editorial content is essentially non-fictional, containing factual articles of interest to those who own, train, breed, exhibit and race AQHA registered Quarter Horses. Lead articles may be concerned with individuals, either human or equine, associated with the breed; articles on training practices; veterinary advances; equine research reports; or breeding farm procedures. Various departments are devoted to youth activities, race results, show results, sale reports, dates of future shows, races and sales. "On The Agenda" informs readers of official actions and rulings of the American Quarter Horse Association.

Member: ABC

Primary SRDS Classification No. 25

Rolling Stone

Straight Arrow Publishers Inc.
745 Fifth Avenue
New York, NY 10151
(212) 758-3800
Year founded: 1967
Published: Biweekly

Publisher: Jann S. Wenner
Advertising Director: Leslie H. Zeifman, Associate Publisher
Other key contacts: Dana Fields, National Sales Manager; Kent Brownridge; General Manager

Editorial Description: Rolling Stone is edited for young adults who have a special interest in popular culture, particularly music, film and politics. Regular features include state-of-the-art audio and electronics columns, record reviews, reader correspondence; interviews and photojournalism features. Special issues include Audio, Video, College, Fashion and Consumer Electronics supplements.

Member: ABC

Primary SRDS Classification No. 33

Runner's World

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1966
Published: Monthly

Publisher: Michael Perlis
Advertising Director: Marcia Godelesky

Editorial Description: Runner's World is edited for the mature runner, from those just beginning to discover the joys and benefits of running to veteran runners and marathoners. Features deal with training, medical research, nutrition, personalities, races, adventure runs, and other subjects directly or indirectly related to the runner's enjoyment of the sport. Columns cover feet and shoes, medical advice, training and racing, late-breaking news in the sport, running for beginners, women and over-40 runners.

Member: ABC

Primary SRDS Classification No. 45

SAIL

Sail Publications, Inc.
34 Commercial Wharf
Boston, MA 02110
(617) 227-0888
Year founded: 1970
Published: Monthly

Publisher: Donald A. Macaulay

Editorial Description: SAIL is edited for sailors at various levels: cruisers and racers, from novices to experts, actively involved in the development of their sailing skills. Feature articles are written for both large and small boat sailors covering such topics as hull and sail design, rigging, tuning, sail trim, spinnaker handling, wind and water conditions, and the practical considerations of choosing and owning sailboats, gear, and equipment. Certain issues give special attention to chartering, boat commissioning and maintenance, marine apparel, electronics, and major coastal and offshore races. Regular departments include boat and equipment design commentary, ▶

Figures are Folio estimates for the calendar year 1984.

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A unique concentration of young mothers.

LIFESTYLES

Continued

Avg. Newsstand Circ.

1	Rolling Stone	266,285
2	The Mother Earth News	189,570
3	Grit	133,001
4	Runner's World	114,563
5	Bicycling	84,745
6	Outside	61,926
7	American Health	61,749
8	Sail	59,347
9	Yachting	48,087
10	Boating	47,917
11	Early American Life	39,171
12	Cruising World	32,662
13	Country Journal	22,359
14	Americana	20,573
15	Trailer Life	18,243
16	Organic Gardening	10,464
17	Quarter Horse Journal	3,756
18	The Blood-Horse	1,112
19	Better Living	0
	Total	1,215,530

% Chg. Avg. News. Circ.

1984 vs. 1983		%
1	Early American Life	22.0
2	The Blood-Horse	15.7
3	Bicycling	14.3
4	Rolling Stone	2.7
5	Sail	2.3
6	The Mother Earth News	0.9
7	Better Living	n/a
8	Quarter Horse Journal	ne
9	Trailer Life	−1.1
10	Organic Gardening	−1.6
11	Cruising World	−3.1
12	Boating	−5.2
13	Americana	−8.1
14	Yachting	−9.4
15	Outside	−10.2
16	American Health	−10.5
17	Runner's World	−11.9
18	Country Journal	−12.0
19	Grit	−29.3

Net Chg. Avg. News. Circ.

1984 vs. 1983		
1	Bicycling	10,610
2	Rolling Stone	7,092
3	Early American Life	7,061
4	The Mother Earth News	1,617
5	Sail	1,318
6	The Blood-Horse	151
7	Better Living	n/a
8	Quarter Horse Journal	ne
9	Organic Gardening	−174
10	Trailer Life	−200
11	Cruising World	−1,040
12	Americana	−1,810
13	Boating	−2,644
14	Country Journal	−3,038
15	Yachting	−5,011
16	Outside	−7,006
17	American Health	−7,280
18	Runner's World	−15,454
19	Grit	−54,988
	Total	−70,796

% Chg. News. Revenue

1984 vs. 1983		%
1	American Health	34.2
2	Early American Life	22.0
3	The Blood-Horse	20.8
4	Bicycling	14.3
5	Trailer Life	13.1
6	Boating	11.6
7	Runner's World	10.9
8	Outside	9.8
9	Yachting	6.3
10	Rolling Stone	2.7
11	Sail	2.3
12	The Mother Earth News	0.9
13	Better Living	n/a
14	Quarter Horse Journal	ne
15	Organic Gardening	−1.6
16	Cruising World	−3.1
17	Americana	−8.1
18	Country Journal	−16.0
19	Grit	−26.5

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

new boat and new product news, racing news, seamanship, boathandling, navigation and piloting.

Member: ABC

Primary SRDS Classification No. 6

Trailer Life

TL Enterprises, Inc.
29901 Agoura Road
Agoura, CA 91301
(818) 991-4980
Year founded: 1941
Published: Monthly
Publisher: Rick Rouse
Advertising Director: Chuck Kastler

Editorial Description: Trailer Life magazine is written specifically for people whose overall lifestyle is based on travel and recreation in their RV. Every issue includes product tests, travel articles, and other features—ranging from cooking tips to vehicle maintenance.

Member: ABC

Primary SRDS Classification No. 8A

Yachting

CBS Magazines
5 River Road
Cos Cob, CT 06807
(203) 629-8300
Year founded: 1907
Published: Monthly
Publisher: Edward D. Muhlfeld
Other key contacts: Alexander Armentrout, Associate Publisher

Editorial Description: Yachting is edited for pleasure boat enthusiasts—men, women, and children. It places equal emphasis on the interests of both the sail and power boat owner. Yachting contains topical articles covering the sport as well as departments concerned with special interests and activities. Regular news departments report yachting events, both national and international. Other special sections include plans of new boats and descriptions of newly introduced boats, engines and equipment.

Member: ABC

Primary SRDS Classification No. 6

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☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Figures are FOLIO estimates for the calendar year 1984.

Maturity

Market Highlights

CIRCULATION:

THREE-BOOK MARKET STRENGTHENS ALL-SUB FRANCHISE

Overall, the Maturity circulation increases by 1,339,797 copies, an indication that the graying of America and the growth of this market continue at a youthful pace. *Modern Maturity*'s outsized circulation expands 14% to 10,329,119. Playing a tenacious David to *MM*'s Goliath, competitor *50 Plus* broadens its smaller circulation niche by a healthy 9.7% to 315,164.

AD PAGES:

TOTAL PAGES GROW; *50 PLUS* SCORES BIGGEST GAINS

When it comes to ad pages, *50 Plus* scores the biggest gains in the Maturity category. *50P*'s performance nets a 35.4% increase over the previous year, which translates into a net gain of 110 ad pages. No slouch, *Modern Maturity* ups its pages by 8.6% to a total of 252.

REVENUE:

SUB DOLLARS ACCOUNT FOR OVER HALF OF REVENUE

The ad pages for this "mini-market" translate into a revenue picture of $24.9 million, a net gain of nearly $5.7 million. The total revenue picture more than doubles the ad figures, coming in at $52.4 million, a net gain of over $9 million over year ago. The balance of the overall revenue comes from money made on subscriptions. All books post nice sub revenue gains, 14% for *Modern Maturity*, and 8.6% for *50 Plus*. Leading both, however, is *VFW Magazine* with sub revenue jumping +62.4% vs. '83.

MATURITY

Ad Pages

1	50 Plus	420
2	VFW Magazine	286
3	Modern Maturity	252
	Total	**958**

% Chg. Ad Pages
1984 vs. 1983

		%
1	50 Plus	35.4
2	Modern Maturity	8.6
3	VFW Magazine	−11.5

Net Chg. Ad Pages
1984 vs. 1983

1	50 Plus	110
2	Modern Maturity	20
3	VFW Magazine	−37
	Total	**93**

Avg. Ad Pages/Copy

1	Modern Maturity	42
2	50 Plus	35
3	VFW Magazine	26

Ad Revenue

		$000
1	Modern Maturity	19,340
2	50 Plus	2,842
3	VFW Magazine	2,741
	Total	**24,923**

% Chg. Ad Revenue
1984 vs. 1983

		%
1	50 Plus	54.3
2	Modern Maturity	33.7
3	VFW Magazine	−5.3

Net Chg. Ad Revenue
1984 vs. 1983

		$000
1	Modern Maturity	4,874
2	50 Plus	1,000
3	VFW Magazine	−152
	Total	**5,722**

Avg. Edit. Pgs./Copy

1	Modern Maturity	87
2	50 Plus	43
3	VFW Magazine	36

Average Circulation

1	Modern Maturity	10,329,119
2	VFW Magazine	1,851,136
3	50 Plus	315,164
	Total	**12,495,419**

% Chg. Avg. Circ.
1984 vs. 1983

		%
1	Modern Maturity	14.0
2	50 Plus	9.7
3	VFW Magazine	2.3

Net Chg. Avg. Circ.
1984 vs. 1983

1	Modern Maturity	1,269,945
2	VFW Magazine	41,884
3	50 Plus	27,968
	Total	**1,339,797**

Avg. Total Pgs./Copy
ad pages + edit. pages

1	Modern Maturity	129
2	50 Plus	78
3	VFW Magazine	62

Total Revenue
ad rev. + circ. rev.

		$000
1	Modern Maturity	39,999
2	50 Plus	6,717
3	VFW Magazine	5,686
	Total	**52,402**

% Chg. Total Revenue
1984 vs. 1983

		%
1	50 Plus	24.1
2	Modern Maturity	22.8
3	VFW Magazine	20.8

Subscription Revenue

		$000
1	Modern Maturity	20,658
2	50 Plus	3,874
3	VFW Magazine	2,945
	Total	**27,477**

% Chg. Sub. Revenue
1984 vs. 1983

		%
1	VFW Magazine	62.4
2	Modern Maturity	14.0
3	50 Plus	8.6

Avg. Subscrip. Circ.

1	Modern Maturity	10,329,119
2	VFW Magazine	1,851,136
3	50 Plus	315,164
	Total	**12,495,419**

% Chg. Avg. Sub. Circ.
1984 vs. 1983

		%
1	Modern Maturity	14.0
2	50 Plus	9.7
3	VFW Magazine	2.3

Net Chg. Avg. Sub. Circ.
1984 vs. 1983

1	Modern Maturity	1,269,945
2	VFW Magazine	41,884
3	50 Plus	27,968
	Total	**1,339,797**

MAGAZINE PROFILES

50 Plus

Retirement Living Publishing Company, Inc.
850 Third Avenue
New York, NY 10022
(212) 715-2600
Year founded: 1978
Published: Monthly

Publisher: Gerald G. Hotchkiss
Advertising Director: John R. Parker, Associate Publisher/Advertising
Other key contacts: Robert Kimmel, New York Manager; Bard Lindeman, Editor

Editorial Description: 50 Plus is a special interest magazine for the over 50 age group. Each issue presents news and features concerning reports on people, money, the law, travel, housing, health, nutrition, education, beauty and style, entertainment and the Washington scene. How to get the most out of the "middle years," and how to plan for retirement is the editorial thrust of 50 Plus.

Member: ABC

Primary SRDS Classification No. 43A

Modern Maturity

Maturity Magazines Group
1909 K Street, N.W.
Washington, DC 20049
(202) 872-4700
Year founded: 1946
Published: Bimonthly

Publisher: Robert E. Wood
Advertising Director: Peter Hanson

Editorial Description: Modern Maturity is a general interest magazine for the 50 and over audience. Its editorial focus covers the interests and needs of mature consumers with varied lifestyles. News and features regularly reflect a broad spectrum of subjects—personalities, careers, financial planning, health, nutrition, beauty, home buying and decor, travel, legislation, continuing education, current trends, nostalgia and more. A positive image of mature living is presented for the pre-retirement and retirement years.

Member: ABC

Primary SRDS Classification No. 43A

VFW Magazine

Veterans of Foreign Wars of the United States
406 West 34th Street
Kansas City, MO 64111
(816) 756-3390
Year founded: 1913
Published: 11x per year

Publisher: John L. Smith
Advertising Director: Bert Kellam
Other key contacts: James Anderson, Editor

Editorial Description: VFW Magazine is published for members, who are Veterans of a Foreign War, having served on active duty. They average 55 years of age. VFW Magazine's editorial promotes insuring the national security through maximum military strength, speeding the rehabilitation of disabled and needy veterans, assisting VFW's widows and orphans and promoting Americanism through education in patriotism and constructive service to their communities.

Member: ABC

Primary SRDS Classification No. 20

Figures are FOLIO estimates for the calendar year 1984.

Men's Lifestyles

Market Highlights

CIRCULATION:

SOPHISTICATES HOLD THEIR OWN

Any waning interest in men's books that feature posed women apparently does not reside in the eye of the buying beholder. Two of the three posing books boost their overall circulation, and *Gallery* tops the list in sub gains. However, hard-driving *GQ* surpasses all other titles in newsstand increases, and *Science Digest* takes second in subscription growth. Still, the combined circulation of *Playboy* and *Penthouse* accounts for three quarters of this category's total circulation of 10,366,817.

AD PAGES:

***GQ, ESQUIRE* LEAD PACK**

Whatever the readers' interest, the eyes of the advertising community continue to focus more clearly on the non-sophisticate segment of this category. *GQ* nets a 32.8% jump in ad pages, for a number one total of 1,922. Number two book, *Esquire*, boosts its total by 7.8% to 1,357 pages. Advertisers evidently want to reach "The Civilized Man." New entry *M* steps into this market with 766 ad pages, not too far behind number three *Playboy*'s 936 pages.

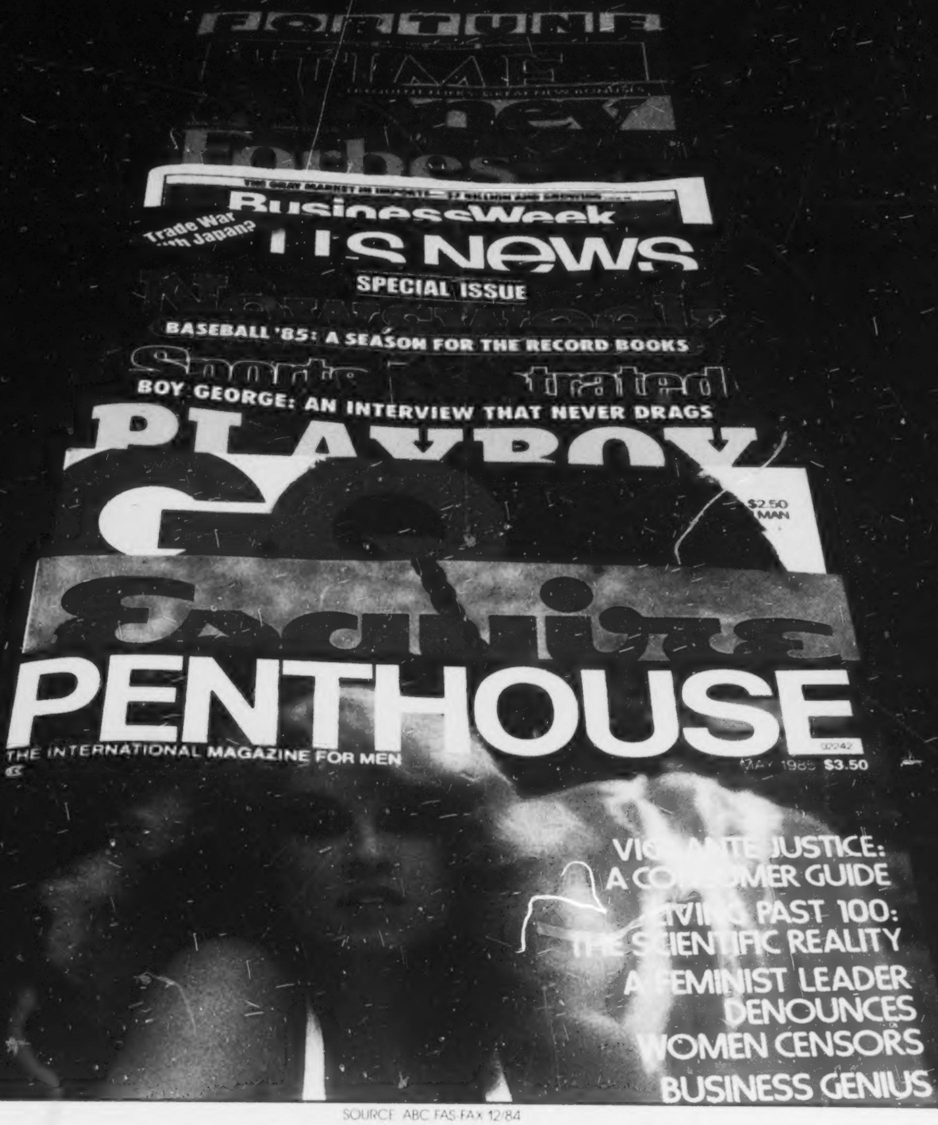
REVENUE:

MOST TITLES BOOST TOTAL REVENUE

Overall, the market makes more money in '84. *GQ* scores a dramatic 54% ad revenue gain, and a 34.1% total revenue boost. *Esquire* boasts substantial gains of its own: 22.7% in ad dollars, and 15.0% in total revenue. *Penthouse* takes third position in total revenue gains and tops the list of newsstand gainers.

Gains aside, no one comes close to the Big Two in actual dollars. In '84, *Playboy* and *Penthouse* together rake in 2½ times as much money as all six of the other titles *combined*!

On newsstands Penthouse outsold all of these magazines combined!


FORTUNE
TIME
Money
Forbes
BusinessWeek
Trade War with Japan?
U.S.NEWS
SPECIAL ISSUE
Newsweek
BASEBALL '85: A SEASON FOR THE RECORD BOOKS
Sports Illustrated
BOY GEORGE: AN INTERVIEW THAT NEVER DRAGS
PLAYBOY
GQ
$2.50
Esquire
PENTHOUSE
THE INTERNATIONAL MAGAZINE FOR MEN
MAY 1985 $3.50
VIGILANTE JUSTICE: A CONSUMER GUIDE
LIVING PAST 100: THE SCIENTIFIC REALITY
A FEMINIST LEADER DENOUNCES WOMEN CENSORS
BUSINESS GENIUS

SOURCE: ABC FAS-FAX 12/84

PENTHOUSE

IT'S A BUSINESS DECISION

MEN'S LIFESTYLES

Ad Pages

1 Gentlemen's Quarterly	1,922
2 Esquire	1,357
3 Playboy	936
4 M The Civilized Man	766
5 Penthouse	638
6 Soldier of Fortune	449
7 Science Digest	379
8 Gallery	115
Total	**6,562**

% Chg. Ad Pages

1984 vs. 1983	%
1 Gentlemen's Quarterly	32.8
2 Esquire	7.8
3 Soldier of Fortune	1.1
4 M The Civilized Man	ne
5 Playboy	– 10.9
6 Science Digest	– 11.4
7 Penthouse	– 12.2
8 Gallery	– 19.2

Net Chg. Ad Pages

1984 vs. 1983	
1 Gentlemen's Quarterly	474
2 Esquire	98
3 Soldier of Fortune	5
4 M The Civilized Man	ne
5 Gallery	– 27
6 Science Digest	– 49
7 Penthouse	– 88
8 Playboy	– 114
Total	**299**

Avg. Ad Pages/Copy

1 Gentlemen's Quarterly	160
2 Esquire	113
3 Playboy	78
4 M The Civilized Man	64
5 Penthouse	53
6 Soldier of Fortune	37
7 Science Digest	32
8 Gallery	10

Ad Revenue

	$000
1 Playboy	54,975
2 Esquire	29,888
3 Gentlemen's Quarterly	26,725
4 Penthouse	22,025
5 M The Civilized Man	4,901
6 Science Digest	4,867
7 Soldier of Fortune	1,120
8 Gallery	502
Total	**145,003**

% Chg. Ad Revenue

1984 vs. 1983	%
1 Gentlemen's Quarterly	54.0
2 Esquire	22.7
3 Soldier of Fortune	7.6
4 Science Digest	0.1
5 M The Civilized Man	ne
6 Playboy	– 8.8
7 Penthouse	– 14.5
8 Gallery	– 16.4

Net Chg. Ad Revenue

1984 vs. 1983	$000
1 Gentlemen's Quarterly	9,367
2 Esquire	5,533
3 M The Civilized Man	ne
4 Gallery	– 98
5 Penthouse	– 3,734
6 Playboy	– 5,290
7 Science Digest	7
8 Soldier of Fortune	79
Total	**5,864**

Avg. Edit. Pgs./Copy

1 Playboy	160
2 Penthouse	145
3 Esquire	129
4 Gentlemen's Quarterly	128
5 Gallery	99
6 M The Civilized Man	93
7 Science Digest	75
8 Soldier of Fortune	73

Average Circulation

1 Playboy	4,209,824
2 Penthouse	3,485,709
3 Esquire	719,722
4 Gentlemen's Quarterly	624,667
5 Science Digest	566,051
6 Gallery	493,614
7 Soldier of Fortune	166,764
8 M The Civilized Man	100,466
Total	**10,366,817**

% Chg. Avg. Circ.

1984 vs. 1983	%
1 Gentlemen's Quarterly	10.4
2 Science Digest	4.1
3 Gallery	0.5
4 Penthouse	0.3
5 M The Civilized Man	ne
6 Playboy	– 0.5
7 Esquire	– 3.7
8 Soldier of Fortune	– 11.1

Net Chg. Avg. Circ.

1984 vs. 1983	
1 Gentlemen's Quarterly	58,981
2 Science Digest	22,437
3 Penthouse	8,715
4 Gallery	2,365
5 M The Civilized Man	ne
6 Playboy	– 20,000
7 Soldier of Fortune	– 20,742
8 Esquire	– 27,746
Total	**24,010**

Avg. Total Pgs./Copy

ad pages + edit. pages	
1 Gentlemen's Quarterly	288
2 Esquire	242
3 Playboy	238
4 Penthouse	198
5 M The Civilized Man	156
6 Soldier of Fortune	110
7 Gallery	109
8 Science Digest	107

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Esquire

Esquire Associates
2 Park Avenue
New York, NY 10016
(212) 561-8100
Year founded: 1933
Published: Monthly

Publisher: Alan Greenberg
Advertising Director: Mike Trainor
Other key contacts: Chris Whittle, Chairman; Phillip Moffitt, President and Editor-in-Chief

Editorial Description: Esquire deals with the real and rapidly changing world of the American man in today's society. Each issue delivers practical information and counsel on a broad range of relevant subjects—business, politics, health and fitness, sports and the arts. Also, fashion, personal profiles and fiction.

Member: ABC

Primary SRDS Classification No. 30

Gallery

Montcalm Publishing Corporation
800 Second Avenue
New York, NY 10017
(212) 986-9600
Published: Monthly

Publisher: Milton J. Cuevas
Advertising Coordinator: Marina Despotakis
Other key contacts: William Marshall, Advertising Sales Manager; Jeff Grinspan, Director of Marketing/Promotion

Editorial Description: Gallery is a magazine that spans interest areas for the contemporary man, reflecting a point of view that is in keeping with the changing nature of male-female relationships in our society. Gallery contains serious and provocative articles, candid interviews, fiction, humor, coverage of the arts, and monthly photographic portfolios of beautiful women.

Member: ABC

Primary SRDS Classification No. 30

Gentlemen's Quarterly

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Published: Monthly
Publisher: Jack Kliger
Other key contacts: Rebecca Darwin, Marketing Director

Editorial Description: Gentlemen's Quarterly (GQ) is a magazine devoted to the contemporary lifestyle interests of urban men. Each issue explores the current and trend-setting aspects of men's fashion, grooming, apartment and home decor, "in" places, theatre, films, art, stereo and records, travel, automobiles, food and drink, and outdoor activities like golf, tennis, skiing and boating. Additional features are devoted to personality profiles.

Member: ABC

Primary SRDS Classification No. 30

M
The Civilized Man

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4000
Year founded: 1983
Published: Monthly

Publisher: Eugene F. Fahy
Advertising Director: Jocelyn McCormick, Assistant Publisher
Other key contacts: John B. Fairchild, Chairman; Michael Coady, Senior Vice President; Thomas Moran, Executive Editor & Associate Publisher

▶

Figures are FOLIO estimates for the calendar year 1984.

MEN'S LIFESTYLES

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 Playboy	171,354
2 Penthouse	169,142
3 Gentlemen's Quarterly	42,522
4 Esquire	41,850
5 Gallery	19,808
6 Science Digest	14,274
7 M The Civilized Man	7,342
8 Soldier of Fortune	6,866
Total	**473,158**

% Chg. Total Revenue

1984 vs. 1983	%
1 Gentlemen's Quarterly	34.1
2 Esquire	15.0
3 Penthouse	11.8
4 Gallery	0.9
5 Science Digest	0.5
6 M The Civilized Man	ne
7 Playboy	− 3.2
8 Soldier of Fortune	− 8.2

Subscription Revenue

	$000
1 Playboy	46,294
2 Esquire	8,007
3 Penthouse	5,918
4 Science Digest	4,846
5 Gentlemen's Quarterly	4,279
6 M The Civilized Man	1,080
7 Soldier of Fortune	838
8 Gallery	513
Total	**71,775**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Gallery	21.0
2 Science Digest	13.5
3 Gentlemen's Quarterly	12.0
4 Penthouse	2.9
5 M The Civilized Man	ne
6 Playboy	− 0.3
7 Esquire	− 4.6
8 Soldier of Fortune	− 16.8

Avg. Subscrip. Circ.

1 Playboy	2,365,492
2 Esquire	589,955
3 Science Digest	376,024
4 Gentlemen's Quarterly	240,706
5 Penthouse	198,946
6 M The Civilized Man	62,664
7 Soldier of Fortune	32,238
8 Gallery	23,305
Total	**3,889,330**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 Gallery	16.0
2 Science Digest	13.1
3 Gentlemen's Quarterly	12.0
4 Penthouse	1.8
5 Playboy	1.7
6 M The Civilized Man	ne
7 Esquire	− 5.2
8 Soldier of Fortune	− 16.7

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 Science Digest	43,566
2 Playboy	38,553
3 Gentlemen's Quarterly	25,880
4 Penthouse	3,446
5 Gallery	3,213
6 M The Civilized Man	ne
7 Soldier of Fortune	− 6,479
8 Esquire	− 32,428
Total	**75,751**

Newsstand Revenue

	$000
1 Penthouse	141,199
2 Playboy	70,085
3 Gallery	18,794
4 Gentlemen's Quarterly	11,519
5 Soldier of Fortune	4,907
6 Science Digest	4,561
7 Esquire	3,955
8 M The Civilized Man	1,361
Total	**256,381**

Avg. Newsstand Circ.

1 Penthouse	3,286,764
2 Playboy	1,844,332
3 Gallery	470,309
4 Gentlemen's Quarterly	383,961
5 Science Digest	190,027
6 Soldier of Fortune	134,526
7 Esquire	129,767
8 M The Civilized Man	37,802
Total	**6,477,488**

% Chg. Avg. News. Circ.

1984 vs. 1983	%
1 Gentlemen's Quarterly	9.4
2 Esquire	3.7
3 Penthouse	0.2
4 M The Civilized Man	ne
5 Gallery	− 0.2
6 Playboy	− 3.1
7 Soldier of Fortune	− 9.6
8 Science Digest	− 10.0

Net Chg. Avg. News. Circ.

1984 vs. 1983	
1 Gentlemen's Quarterly	33,101
2 Penthouse	5,269
3 Esquire	4,681
4 M The Civilized Man	ne
5 Gallery	− 848
6 Soldier of Fortune	− 14,263
7 Science Digest	− 21,131
8 Playboy	− 58,554
Total	**− 51,745**

% Chg. News. Revenue

1984 vs. 1983	%
1 Penthouse	17.9
2 Gentlemen's Quarterly	9.4
3 Esquire	8.9
4 Gallery	1.0
5 M The Civilized Man	ne
6 Playboy	− 0.4
7 Soldier of Fortune	− 9.6
8 Science Digest	− 10.0

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Editorial Description: M is a magazine for the successful, sophisticated man who seeks quality, and exudes "style," in every aspect of his life. The civilized man is active, affluent and ever-acquiring; serious both about his work and how he spends his leisure time. M is international both in scope and perspective. From the finest chateaus in France to the finest stores in America . . . to the pursuit of life in Australia's outback . . . M profiles the art of living well, in its own inimitable style, each month.

Member: ABC
Primary SRDS Classification No. 30

Penthouse

Penthouse International, Ltd.
1965 Broadway
New York, NY 10023
(212) 496-6100
Year founded: 1969
Published: Monthly

Publisher: Robert Guccione
Advertising Director: Howard Plissner
Other key contacts: Kathy Keeton, Vice Chairman; Nancy Kestenbaum, Associate Director of Advertising

Editorial Description: Penthouse is designed to reflect the two most striking social characteristics of life in our time: the new liberalism in morality and the spread of affluence in our upwardly mobile society. It is sophisticated male entertainment, and its scope ranges from outspoken contemporary comment to stunning photographic essays of today's most beautiful women. Penthouse features leading authors, artists, cartoonists, graphic designers and photographers. Its editorial ranges from topical interviews to informed sociological studies to pointed reportage, and from front-rank fiction to humor.

Member: ABC
Primary SRDS Classification No. 30

Playboy

Playboy Enterprises, Inc.
919 North Michigan Avenue
Chicago, IL 60611
(312) 751-8000
Year founded: 1953
Published: Monthly

Publisher: Hugh M. Hefner
Associate Publisher: Arthur Kretchmer
Other key contacts: Brian Van Mols, National Sales Manager; Jay Remer, National Sales Manager

Editorial Description: Playboy is a magazine of service and entertainment for men. It is designed to chronicle, interpret and shape contemporary values and lifestyles. Playboy presents ideas in living, self-improvement, technology and psychology. It includes interviews, tasteful pictorials, fiction, humor, men's fashion, travel, sports, food and drink, automobiles and home electronics.

Member: ABC
Primary SRDS Classification No. 30

Science Digest

Hearst Magazines
888 Seventh Avenue
New York, NY 10106
(212) 262-7540
Published: Monthly

Publisher: Woody Katsoff

Editorial Description: Science Digest is published for today's young professionals who are aware of the daily impact of science and technology on their lives and want to be able to understand and control these forces. The magazine is created by scientists and journalists and is accessible and easy to read as it is authoritative. Science Digest systematically surveys the field of professional journals and literature and presents the findings in comprehensible monthly digest departments.▶

There's only one place to meet the kind of men who'd enjoy dining with Craig Claiborne, wearing the new fall big coats and rooting for Dan Marino.

You'll find them reading GQ from cover to cover. Because Gentlemen's Quarterly's editorial coverage matches perfectly the tastes, the interests, the attitudes of America's young men of influence and affluence. In the September issue: Anthony Brandt's fascinating story of the art sleuth, Robert Volpe, tracer of missing masterpieces, Peter Morrell on shopping for a vintage wine collection. And fifty pages of fashion including seven exciting quarterbacks huddling in the season's roomy new coats, the current suede shoes, pinstripes revival and more. G.Q. Over 400 pages make September our year's biggest issue. And everything in it adds up to the right environment for your product.

The right environment

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GQ
All American Attitude
50 Pages of New Fall Fashions
Dinner Party P
The Hosts, T
The Weekend Wardrobe
The Tracer of Stolen Art
Getting Physical
A Day in the Life of The Vertical Club
Miami Ice: Dan Marino Is Some Passing Fancy By Mark Goodman

DAN MARINO PHOTOGRAPHED FOR G.Q. BY RICHARD AVEDON

MEN'S LIFESTYLES

Continued

Major articles by the world's leading experts are devoted to explaining the issues of our times such as acid rain and nuclear defense. Photographs and technical illustrations are also included.

Member: ABC

Primary SRDS Classification No. 43

Soldier of Fortune

Omega Group, Ltd.
5735 E. Arapahoe Avenue
P.O. Box 693
Boulder, CO 80303
(303) 449-3750
Year founded: 1975
Published: Monthly

Publisher: Robert K. Brown
Advertising Director: Joan K. Steele
Other key contacts: Kevin E. Steele, Vice President of Publications

Editorial Description: Soldier of Fortune is a men's adventure publication written for persons interested in current military developments, military affairs and history, combat techniques, outdoor survival, weapons and demolitions. Interviews, personality profiles, light essays, commentaries, guest editorials and humorous pieces related to professional adventure are also considered. Regular columns include letters, book reviews, new products and combat pistolcraft. Soldier of Fortune's editorial takes a stand on political issues and supports maintenance of a strong national defense, the dangers of communism, and the right to keep and bear arms.

Member: ABC

Primary SRDS Classification No. 30

AFFLUENCE B

Continued from page 118

San Diego Magazine (cont).

Year founded: 1948
Published: Monthly

Publishers: Edwin & Gloria Self
Advertising Director: Elizabeth Zongker
Other key contacts: Mary Kay Connell, Advertising Promotion Director, Demographics Coordinator

Editorial Description: San Diego Magazine is a general interest city review published to examine critically the cultural, aesthetic, political and civic issues, affairs and problems of San Diego County and California. It publishes articles, criticism, photography, opinions and ideas in the fields of city planning, politics, art, literature, theatre, music, sports, architecture, fashion, travel and resorts, industry and education. Its "What's Doing" and "Dining Out" columns provide a selective guide to the area's cultural, social and sporting events and to the area's entertainment and dining out establishments. Its travel articles emphasize cruises and travel in Europe, Mexico, Central America and the Pacific Islands.

Member: ABC

Primary SRDS Classification No. 30A

Texas Monthly

Texas Monthly, Inc.
Post Office Box 1569
Austin, TX 78767
(512) 476-7085
Year founded: 1973
Published: Monthly

Publisher: Michael R. Levy
Advertising Director: Roger Tremblay
Other key contacts: Mollie Hawkins Sharpe, Marketing Director; Pam Chrane Herries, Assistant Advertising Director; Doug Roeder, National Sales Manager

Editorial Description: Texas Monthly is edited for the urban Texas audience and covers the state's politics, sports, business, culture and changing lifestyles. It contains lengthy feature articles, reviews and interviews; it presents critical analysis of popular books, movies and plays including regular entertainment throughout the state.

Member: ABC

Primary SRDS Classification No. 30A

TWA Ambassador

Paulsen Publishing, Inc.
420 Lexington Ave.
New York, NY 10170
(212) 490-1446
Year founded: 1968
Published: Monthly

Publisher: E.D. Kaufman
Advertising Director: Joseph C. Paulsen
Other key contacts: Brad Paulsen, Vice President: Michael Rooney, Sales Manager

Editorial Description: TWA Ambassador is edited for TWA passengers. Feature articles and regular departments provide coverage of business, the arts, fashion, travel, sports, social concerns and personalities. Also included is in-flight information, TWA route maps, information on TWA cities.

Member: BPA, MPA

Primary SRDS Classification No. 1

Vanity Fair

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1914; revived, 1983
Published: Monthly

Publisher: G. Douglas Johnston
Advertising Director: Kathy Neisloss
Other key contacts: Marvin Krauss, Marketing Director

Editorial Description: Vanity Fair is a magazine of literature and the arts, politics and popular culture. Contains articles on fiction and nonfiction: essays, stories and reviews, interviews, profiles, poetry and satire. It features photographs and drawings, portraits and photojournalism, caricatures and cartoons.

Member: ABC

Primary SRDS Classification No. 22

Venture

Venture Magazine Inc.
521 Fifth Avenue
New York, NY 10175
(212) 682-7373
Year founded: 1979
Published: Monthly

Publisher: Arthur Lipper III
Advertising Director: James P. Rogers
Other key contacts: Joan D. Marowski, Marketing/Advertising Services Director

Editorial Description: Venture is edited for the executive who conceives new ideas for businesses, maps strategies to bring those companies into being, and does the work that is necessary to make them go. Each issue provides news, trends and information for these executives with which to operate, manage and expand their businesses, and reward themselves with the good things in life. Features explore topics ranging from emerging industries to economic trends and entrepreneurial management. Departments include New Businesses, Venture Strategies, Venture Financing, Franchise Facts, Your Business, Yourself, You Should Know, Making It Happen, and a Washington Newsletter.

Member: ABC

Primary SRDS Classification No. 8

W

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4000
Year founded: 1972
Published: Biweekly

Publisher: John B. Fairchild
Advertising Director: Adrienne Cleere, Associate Publisher
Other key contacts: Gene Fahy, Vice President Group Sales; Michael F. Coady, Senior Vice President and Executive Editor

Editorial Description: "W" is edited for the educated, affluent woman commenting on fashion, people and living. Articles represent selective consumer features from Women's Wear Daily and include: fashion, travel and beauty features, criticism of the arts and personality interviews.

Member: ABC

Primary SRDS Classification No. 49

Men's Service

Market Highlights

CIRCULATION:

DO-IT-YOURSELF BOOKS TOP GROWTH

Subs account for almost 90% of this category's over-8-million total circulation. Two of the big four books in the field, *Popular Mechanics* and *Home Mechanix*, chalk up subs gains. But smaller brother *New Shelter* leads in overall *and* sub circulation gains. *NS* also boosts its newsstand by 20.7%, not far behind number one newsstand gainer, *The Family Handyman*, with a 27.6% newsstand lift.

The Homeowner, a new entry, boasts a first-year total circulation of 639,621, a clear indication that this category can make room for an on-target newcomer.

AD PAGES:

GAINS AND LOSSES SPLIT EVENLY AMONG TITLES

Page gains and losses split evenly among the big four and the two smaller brothers. *The Family Handyman* tops those titles on the plus side with a 6.1% page increase. *New Shelter* and *Home Mechanix* finish second and third respectively.

REVENUE:

CATEGORY SCORES ACROSS-THE-BOARD INCREASES

The category posts across the board gains in ad revenues *and* total revenues, with *The Family Handyman* a distant first in both measurements. *TFH* also takes first, and *New Shelter* second, in newsstand revenue gains. Three of the big four titles experience dips in newsstand dollars, but *Popular Science* and *Popular Mechanics* are among the top three gainers in sub revenues.

MEN'S SERVICE

Ad Pages

1	Popular Mechanics	1,151
2	Popular Science	970
3	Home Mechanix	836
4	The Family Handyman	755
5	New Shelter	469
6	Workbench	358
7	The Homeowner	260
	Total	**4,799**

% Chg. Ad Pages

	1984 vs. 1983	%
1	The Family Handyman	6.1
2	New Shelter	1.9
3	Home Mechanix	0.2
4	The Homeowner	ne
5	Popular Mechanics	– 3.0
6	Popular Science	– 8.6
7	Workbench	– 9.6

Net Chg. Ad Pages

	1984 vs. 1983	
1	The Family Handyman	43
2	New Shelter	9
3	Home Mechanix	2
4	The Homeowner	ne
5	Popular Mechanics	– 35
6	Workbench	– 38
7	Popular Science	– 91
	Total	**– 110**

Avg. Ad Pages/Copy

1	Popular Mechanics	96
2	Popular Science	81
3	The Family Handyman	76
4	Home Mechanix	70
5	Workbench	60
6	New Shelter	52
7	The Homeowner	26

Ad Revenue

		$000
1	Popular Mechanics	27,255
2	Popular Science	22,946
3	Home Mechanix	19,481
4	The Family Handyman	12,057
5	New Shelter	4,464
6	Workbench	2,981
7	The Homeowner	1,848
	Total	**91,032**

% Chg. Ad Revenue

	1984 vs. 1983	%
1	The Family Handyman	30.1
2	New Shelter	17.7
3	Popular Mechanics	11.2
4	Home Mechanix	10.8
5	Workbench	5.0
6	Popular Science	2.9
7	The Homeowner	ne

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	The Family Handyman	2,787
2	Popular Mechanics	2,739
3	Home Mechanix	1,899
4	New Shelter	671
5	Popular Science	645
6	Workbench	141
7	The Homeowner	ne
	Total	**8,882**

Avg. Edit. Pgs./Copy

1	Popular Mechanics	97
2	Popular Science	81
3	The Family Handyman	67
4	Home Mechanix	67
5	Workbench	63
6	New Shelter	52
7	The Homeowner	49

Average Circulation

1	Popular Science	1,803,360
2	Popular Mechanics	1,652,185
3	Home Mechanix	1,591,715
4	The Family Handyman	1,209,604
5	Workbench	883,133
6	New Shelter	712,282
7	The Homeowner	639,621
	Total	**8,491,900**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	New Shelter	7.1
2	Workbench	4.6
3	Popular Mechanics	1.7
4	The Homeowner	ne
5	Home Mechanix	– 1.6
6	The Family Handyman	– 1.8
7	Popular Science	– 2.0

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	New Shelter	47,408
2	Workbench	39,233
3	Popular Mechanics	27,784
4	The Homeowner	ne
5	The Family Handyman	– 22,415
6	Home Mechanix	– 25,111
7	Popular Science	– 37,593
	Total	**29,306**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Popular Mechanics	193
2	Popular Science	162
3	The Family Handyman	142
4	Home Mechanix	136
5	Workbench	123
6	New Shelter	104
7	The Homeowner	75

▶

n/a = not applicable
ne = not estimated

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Figures are FOLIO estimates for the calendar year 1984.

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THE ADVENTUROUS, BIZARRE, AND THE GLAMOROUS.

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PHOTOGRAPHS BY MICHAEL NEVEUX AND BLACK STAR/STERN/LYNX/TOM JACOBI/YO KOBAYASHI

MEN'S SERVICE

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 Popular Mechanics	44,747
2 Popular Science	41,863
3 Home Mechanix	34,378
4 The Family Handyman	22,466
5 New Shelter	11,136
6 Workbench	7,406
7 The Homeowner	7,328
Total	**169,326**

% Chg. Total Revenue

1984 vs. 1983	%
1 The Family Handyman	15.5
2 Popular Mechanics	6.8
3 Home Mechanix	4.7
4 Workbench	4.7
5 New Shelter	2.9
6 Popular Science	2.8
7 The Homeowner	ne

Subscription Revenue

	$000
1 Popular Science	14,108
2 Home Mechanix	12,199
3 Popular Mechanics	11,957
4 The Family Handyman	9,283
5 New Shelter	6,356
6 The Homeowner	5,070
7 Workbench	4,078
Total	**63,051**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Workbench	4.5
2 Popular Science	3.7
3 Popular Mechanics	3.3
4 Home Mechanix	1.3
5 The Homeowner	ne
6 The Family Handyman	– 0.8
7 New Shelter	– 6.1

Avg. Subscrip. Circ.

1 Popular Science	1,574,353
2 Home Mechanix	1,441,799
3 Popular Mechanics	1,344,689
4 The Family Handyman	1,145,251
5 Workbench	844,333
6 New Shelter	688,795
7 The Homeowner	612,337
Total	**7,651,557**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 New Shelter	6.7
2 Workbench	4.7
3 Popular Mechanics	3.3
4 Home Mechanix	0.3
5 The Homeowner	ne
6 Popular Science	– 0.6
7 The Family Handyman	– 3.1

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 New Shelter	43,380
2 Popular Mechanics	42,397
3 Workbench	37,816
4 Home Mechanix	3,898
5 The Homeowner	ne
6 Popular Science	– 8,767
7 The Family Handyman	– 36,334
Total	**82,390**

Newsstand Revenue

	$000
1 Popular Mechanics	5,535
2 Popular Science	4,809
3 Home Mechanix	2,698
4 The Family Handyman	1,126
5 The Homeowner	409
6 New Shelter	317
7 Workbench	349
Total	**15,243**

Avg. Newsstand Circ.

1 Popular Mechanics	307,496
2 Popular Science	229,008
3 Home Mechanix	149,917
4 The Family Handyman	64,353
5 Workbench	38,800
6 The Homeowner	27,285
7 New Shelter	23,488
Total	**840,347**

% Chg. Avg. News. Circ.

1984 vs. 1983	%
1 The Family Handyman	27.6
2 New Shelter	20.7
3 Workbench	3.8
4 The Homeowner	ne
5 Popular Mechanics	– 4.5
6 Popular Science	– 11.2
7 Home Mechanix	– 16.2

Net Chg. Avg. News. Circ.

1984 vs. 1983	
1 The Family Handyman	13,919
2 New Shelter	4,029
3 Workbench	1,417
4 The Homeowner	ne
5 Popular Mechanics	– 14,614
6 Popular Science	– 28,827
7 Home Mechanix	– 29,009
Total	**– 53,085**

% Chg. News. Revenue

1984 vs. 1983	%
1 The Family Handyman	37.0
2 New Shelter	20.7
3 Workbench	3.9
4 The Homeowner	ne
5 Popular Science	– 0.4
6 Popular Mechanics	– 4.5
7 Home Mechanix	– 16.2

►

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

The Family Handyman

The Webb Company
1999 Shepard Road
St. Paul, MN 55116
(612) 690-7328
Year founded: 1951
Published: 10x per year

Publisher: Greg Carey
Advertising Director: Pat Barry

Editorial Description: The Family Handyman is edited for the homeowner with an active interest in home improvement and home management. Major editorial categories include home remodeling, repair and maintenance, energy efficiency, home furnishings and decorating, yard and garden care. Additional themes include woodworking, auto maintenance, new products and general interest. The graphic emphasis is on step-by-step photos and illustrations as well as detailed plans and diagrams. Editorial departments include Ask Handyman, Reader Letters, Using Tools, Shop News, Pro Advice, Appliance Repair and Handyman Garage.

Member: ABC

Primary SRDS Classification No. 24

Home Mechanix
(formerly Mechanix Illustrated)

CBS Magazines
1515 Broadway, 12th Floor
New York, NY 10036
(212) 719-6000
Year founded: 1928
Published: Monthly

Publisher: Marlene Jensen
Advertising Director: Ernest J. Renzulli
Other key contacts: Robert Fitzpatrick, Marketing Research Director; John Brown, Marketing Director

Editorial Description: Home Mechanix is devoted to home improvement and automotive care. Home Mechanix provides home managers with detailed instruction for Do-It-Yourself projects. It also provides information to help the reader make informed decisions when specifying products and materials, or engaging craftsmen, contractors and mechanics.

Member: ABC
Primary SRDS Classification No. 29

The Homeowner

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1976
Published: 10x per year

Publisher: Martin J. Tubridy
Advertising Director: Martin J. Tubridy
Other key contacts: Mitch Lurin, Director of Marketing Services

Editorial Description: The Homeowner covers major home improvements, remodeling and modernization, both do-it-yourself and professionally contracted. Remodeling and decorating ideas are combined with practical means of achieving them. Planning, estimating and buying tips are included along with techniques and tools. Each issue features a major area of homeowner interest and involvement.

Member: ABC
Primary SRDS Classification No. 24

New Shelter

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1980
Published: 9x per year

Publisher: Sanford T. Beldon
Advertising Director: Bennett Zucker
Other key contacts: Anthony Asiaghi, Marketing Manager

Editorial Description: New Shelter is edited for the homeowner who wants to renovate, remodel, maintain, and improve his home. The editorial content is devoted to new construction ideas and techniques, home remodeling, improvement and repair, design and architecture, home energy, finance and management, landscaping and gardening, new advances in home electronics. Regular editorial departments include: product testing & evaluation, plans and projects, product preview, technical questions and answers, solar innovations, trade secrets of professional remodelers, and how-to projects.

Member: ABC

Primary SRDS Classification No. 24

Figures are FOLIO estimates for the calendar year 1984.

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The spirit of America, with all its vitality, strength and hope, will be captured by Popular Mechanics in "The Building of America," an historic special section appearing in our July, 1986 issue.

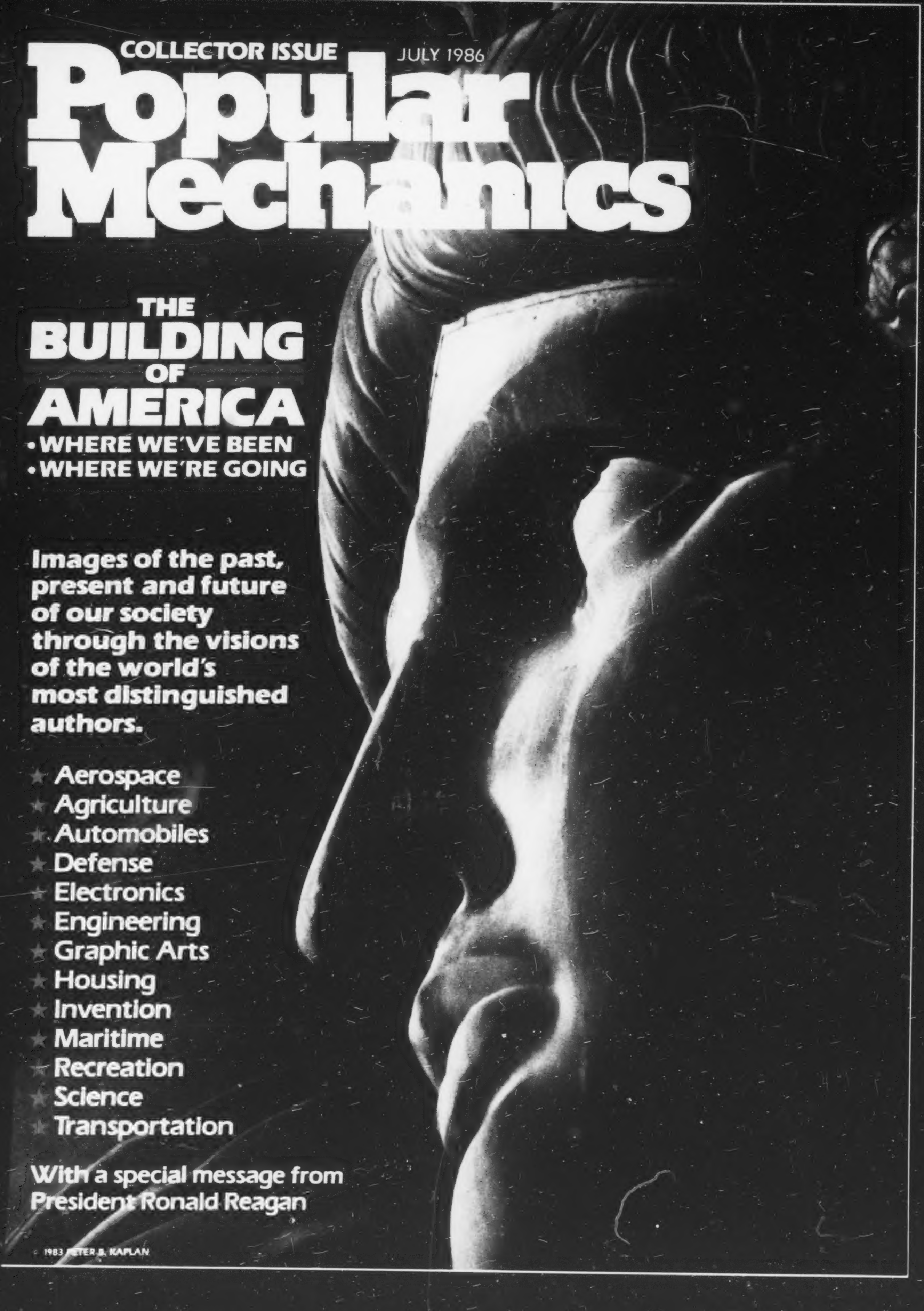
For 83 years, Popular Mechanics has served generations of Americans who helped build this nation, by providing them with a vision of the changing world around them. So, in the year of the Centennial Celebration of the Statue of Liberty, it's especially relevant that this magazine present images of our nation's past, present and future.

Destined to be saved by millions of Americans, "The Building of America" will be a true collector's issue. It will also be a spectacular publishing event—for its pages will make history, by presenting the insights, ideas and dreams of over a dozen of our most distinguished authors, essayists, and our most influential national figures, all of whom will contribute original works to "The Building of America."

Each will explore a topic of special interest to him and to our nation—from the emerging agribusiness to the depths of interplanetary space; from burgeoning megalopolises to the transportation systems that will connect them; from America's domed stadiums to the computers that make them work. But beyond mere technology, this will be the story of a people who make it all happen.

The contribution your company has made can be an important part of this very special celebration of our country. You can also be a part of a spectacular weekend celebration July 3, 4, and 5, 1986.

But act soon. The future will arrive before you know it.



COLLECTOR ISSUE JULY 1986

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Images of the past, present and future of our society through the visions of the world's most distinguished authors.

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- ★ Defense
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For complete details on this issue and the VIP package, contact your PM representative.

Daniel J. Coleman
Publisher
212-262-4282

Floyd Sembler
Advertising Director
212-262-4284

Edward Vaquero
Director of Marketing
212-262-4290

224 W. 57th Street,
New York, NY 10019

Sales Offices:
Charles C. Sullivan, Mgr.
377 Fisher Road, Suite D
Grosse Pointe, MI 48230
313-881-3520

Alan R. Perry, Mgr.
1 South Wacker Drive
Chicago, IL 60606
312-984-5190

Bruno R. Michetti, Mgr.
460 East Carson Plaza Drive
Carson, CA 90746
213-532-8101

William Leavenworth, Mgr.
221 PDC
3659 Green Road
Cleveland, OH 44122
216-292-7334

Stephen Koddenberg
Eastern Mgr.
224 West 57th Street
New York, NY 10019
212-262-8824

Bud Gilbert, N.Y. Mgr.
224 West 57th Street
New York, NY 10019
212-262-4286

POPULAR MECHANICS is a publication of Hearst Magazines, a division of The Hearst Corporation
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Popular Mechanics

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-4282
Year founded: 1902
Published: Monthly

Publisher: Daniel J. Coleman
Advertising Director: Floyd Sembler
Other key contacts: Stephen Koddenberg, Eastern Advertising Manager

Editorial Description: Popular Mechanics is on the leading edge of the new technologies and brings to readers the best and latest information to enhance their everyday lives. PM editorial covers the automobile, home, workshop, sports and leisure, electronics, photography—all the subjects of interest to today's multi-dimensional man. New developments, products and techniques are illustrated encouraging the reader to be a participant in life rather than a spectator. PM communicates with the reader to show how to understand, assimilate, enjoy and benefit by the new technologies.

Member: ABC

Primary SRDS Classification No. 29

Popular Science

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1872
Published: Monthly

Publisher: Terence E. Moyes
Advertising Director: James M. Byrne Jr.

Editorial Description: Popular Science concentrates its editorial on new products that may be of special usefulness to men with strong interests in their homes, personal transportation needs and in recreation. Each month, the magazine reports on products still on industrial drawing boards. It also introduces products already in the marketplace, and provides "use" suggestions about products. Major articles and departmental features cover such product areas as automobiles; boats and engines; home workshop tools; garden and lawn equipment; electronic, TV, and photographic equipment; and recreational products.

Member: ABC

Primary SRDS Classification No. 29

Workbench

The Do-it-Yourself Magazine

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, MO 64111
(816) 531-5730
Year founded: 1957
Published: Bimonthly

Publisher: John E. Tillotson III
Advertising Director: Bradford B. Reynolds
Other key contacts: John E. Tillotson II, Chairman

Editorial Description: Workbench magazine is concerned both with ideas and practical methods applied to how-to-do projects. Instructions, drawings, and photographs are used to present projects for the beginning and advanced home craftsman.

Member: ABC, MPA

Primary SRDS Classification No. 24

THE MAGNET
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Figures are Folio estimates for the calendar year 1984.

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1985 Spring MRI

U.S.NEWS
& WORLD REPORT

Advertising Headquarters: 45 Rockefeller Plaza, New York, NY 10020-2209

Atlanta 404-266-0971 ■ Boston 617-536-3677 ■ Chicago 312-527-2707 ■ Dallas 214-969-5511 ■ Detroit 313-353-4000 ■ Los Angeles 213-479-4729 ■ New York 212-246-3366 ■ San Francisco 415-392-8593 ■ Washington, DC 202-955-2052

Newsmagazines

Market Highlights

CIRCULATION:

SPORTS TITLES DOMINATE GROWTH

Mega-circulation *TV Guide* accounts for over half of this market's total circulation of 34,241,100, but *TVG* just squeezes into the plus column in total circulation gains versus 1983. *The Sporting News* duplicates its number one 1983 growth performance, handily beating all other titles with a 13.5% circulation increase in 1984. However, *TSN* joins five other books that lost at the newsstand. Only *Sports Illustrated* (9.4%) and *People Weekly* boost single-copy sales. *SI* also scores sub gains (number two behind *TSN*), as did all but two Newsmagazines.

AD PAGES:

PEOPLE #1 IN PAGES AND GROWTH

When comparing magazines like *People Weekly* with magazines like *Nation's Business*, percentage gains require some elaboration. *PW* tops all page gainers with a 17.8% lift. *NB* comes in a close second at 16.8%. Not to take anything away from *NB*'s top flight performance, but the *People* increase translates into 614 pages, while that for *NB* is 62 pages. Overall, Newsmagazines add 1,265 ad pages, for a total of 20,803.

REVENUE:

THE NEWS IS DOUBLE-DIGIT INCREASES

Seven books, led by *People Weekly* (32.7%) and *Sports Illustrated* (26.1%) report ad revenue gains in the double digits, and five books have two-digit total revenue boosts. Sales losses at the newsstand hurt the majority of titles, although *SI* swells its single-copy coffers 25.3% versus 1983. All books grow in sub revenues led by *The Sporting News* with a 17.9% increase.

NEWSMAGAZINES

Total Revenue

	ad rev. + circ. rev.	$000
1	TV Guide	743,750
2	Time	540,742
3	People Weekly	387,288
4	Newsweek	352,044
5	Sports Illustrated	343,619
6	U.S.News & World Report	174,205
7	The Sporting News	32,605
8	Nation's Business	18,713
9	Industry Week	17,113
	Total	**2,610,079**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Sports Illustrated	22.8
2	People Weekly	19.9
3	Industry Week	19.8
4	The Sporting News	10.7
5	Time	10.7
6	Newsweek	9.3
7	Nation's Business	8.0
8	U.S.News & World Report	7.6
9	TV Guide	7.1

Subscription Revenue

		$000
1	TV Guide	202,216
2	Time	183,741
3	Sports Illustrated	100,940
4	Newsweek	88,226
5	U.S.News & World Report	67,703
6	People Weekly	39,427
7	The Sporting News	19,740
8	Nation's Business	9,720
9	Industry Week	0
	Total	**711,713**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	The Sporting News	17.9
2	Sports Illustrated	15.7
3	Time	10.3
4	People Weekly	9.5
5	TV Guide	9.3
6	U.S.News & World Report	7.9
7	Newsweek	1.5
8	Nation's Business	1.4
9	Industry Week	n/a

Avg. Subscrip. Circ.

1	TV Guide	8,621,147
2	Time	4,400,883
3	Newsweek	2,845,996
4	Sports Illustrated	2,558,371
5	U.S.News & World Report	2,033,459
6	People Weekly	1,011,455
7	Nation's Business	862,634
8	The Sporting News	607,272
9	Industry Week	0
	Total	**22,941,217**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	The Sporting News	17.4
2	Sports Illustrated	7.7
3	TV Guide	6.2
4	Nation's Business	5.6
5	Newsweek	0.7
6	People Weekly	0.7
7	Industry Week	n/a
8	Time	– 0.3
9	U.S.News & World Report	– 0.7

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	TV Guide	504,763
2	Sports Illustrated	183,017
3	The Sporting News	89,918
4	Nation's Business	45,413
5	Newsweek	19,035
6	People Weekly	6,671
7	Industry Week	n/a
8	Time	– 13,045
9	U.S.News & World Report	– 13,699
	Total	**822,073**

Newsstand Revenue

		$000
1	TV Guide	237,270
2	People Weekly	114,973
3	Time	21,412
4	Newsweek	16,724
5	Sports Illustrated	11,913
6	The Sporting News	5,245
7	U.S.News & World Report	5,021
8	Nation's Business	24
9	Industry Week	0
	Total	**412,582**

Avg. Newsstand Circ.

1	TV Guide	8,609,207
2	People Weekly	1,756,651
3	Time	224,440
4	Newsweek	179,016
5	Sports Illustrated	110,307
6	U.S.News & World Report	59,238
7	The Sporting News	57,640
8	Nation's Business	882
9	Industry Week	0
	Total	**10,997,381**

% Chg. Avg. News. Circ.

	1984 vs. 1983	%
1	Sports Illustrated	9.4
2	People Weekly	1.2
3	Industry Week	n/a
4	TV Guide	– 4.9
5	Time	– 11.5
6	Newsweek	– 12.2
7	U.S.News & World Report	– 15.6
8	The Sporting News	– 16.1
9	Nation's Business	– 21.0

Net Chg. Avg. News. Circ.

	1984 vs. 1983	
1	People Weekly	20,406
2	Sports Illustrated	9,514
3	Industry Week	n/a
4	Nation's Business	– 235
5	U.S.News & World Report	– 10,943
6	The Sporting News	– 11,045
7	Newsweek	– 24,804
8	Time	– 29,103
9	TV Guide	– 443,234
	Total	**– 489,444**

% Chg. News. Revenue

	1984 vs. 1983	%
1	Sports Illustrated	25.3
2	People Weekly	3.0
3	Newsweek	1.8
4	Industry Week	n/a
5	TV Guide	– 1.1
6	The Sporting News	– 2.1
7	Time	– 4.6
8	U.S.News & World Report	– 7.1
9	Nation's Business	– 20.0

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Industry Week

Penton/IPC, Inc.
1111 Chester Avenue, Penton Plaza
Cleveland, OH 44114
(216) 696-7000
Year founded: 1882
Published: 25x per year

Publisher: Patrick B. Keefe
Advertising Director: Gere D. Coffey
Other key contacts: Joseph D. Hoffman, Director of Special Projects

Editorial Description: Industry Week is edited for executives in all industries: manufacturing; service and finance; those who inspire the creation of wealth, finance it, manufacture it, distribute it and benefit from it. It interprets the news and covers economic and business trends. It features management techniques, socio-economic issues, finance, technological innovation, and serves as a platform for defense of the free enterprise system. Departments include Memos, Newscope, News Analysis, Emerging Technologies, Economic Trends, Business Trends, Washington.

Member: ABC, BPA, MPA, MCC

Primary SRDS Classification No. 8

Nation's Business

U.S. Chamber of Commerce
1615 H St., N.W.
Washington, D.C. 20062
(202) 463-5680
Year founded: 1910
Published: Monthly

Publisher: David Roe
Advertising Director: Brett Perrine
Other key contacts: Bob Gray, Editor

Editorial Description: Nation's Business is edited for a dynamic sector of American business—small and mid-size companies. A mix of articles tailored to the day-to-day needs of the owners and managers of these growing companies gives them how-to advice on running a business, reports on the latest trends in management and business technology, plus advice from today's successful entrepreneurs and corporate leaders. And our Washington experts keep managers up-to-date on legislative, regulatory and judicial developments affecting their businesses. This combination of managerial advice, business trends and Washington intelligence works to make the manager's job easier—and more profitable.

Member: ABC, MPA

Primary SRDS Classification No. 8

Newsweek

Newsweek, Inc.
444 Madison Avenue
New York, NY 10022
(212) 350-4000
Year founded: 1933
Published: Weekly

Publisher: Gerard Smith, Senior Vice President
Advertising Director: Arthur E. Karlan, Vice President
Other key contacts: James D. McVey, Associate Advertising Director; Newton J. Friese, Associate Advertising Director; Willard W. Holman, Central Sales Director, Detroit; Lemuel C. Hall, Western Sales Director, Los Angeles

Editorial Description: Newsweek is a magazine of news and commentary. News is categorized into National Affairs, International, Science, Sports, Business, Medicine, Religion, Entertainment, the Graphic and Performing Arts, and encompasses the week's developments on the newsfronts of the world and the nation. Articles are usually illustrated with relevant chart maps, cartoons and photographs. The rea views are amplified by a number of colum opinion on national and international trends politics, the economy, personal business, the

Figures are Folio estimates for the calendar year 1984.

MONEY MARKET.

Your ad dollar invested in TV Guide will earn you big interest among younger men and women with lots of buying power.

TV Guide puts your message before more of those 25-to-44-year-old adults in households with $30,000+ incomes than any other newsweekly.

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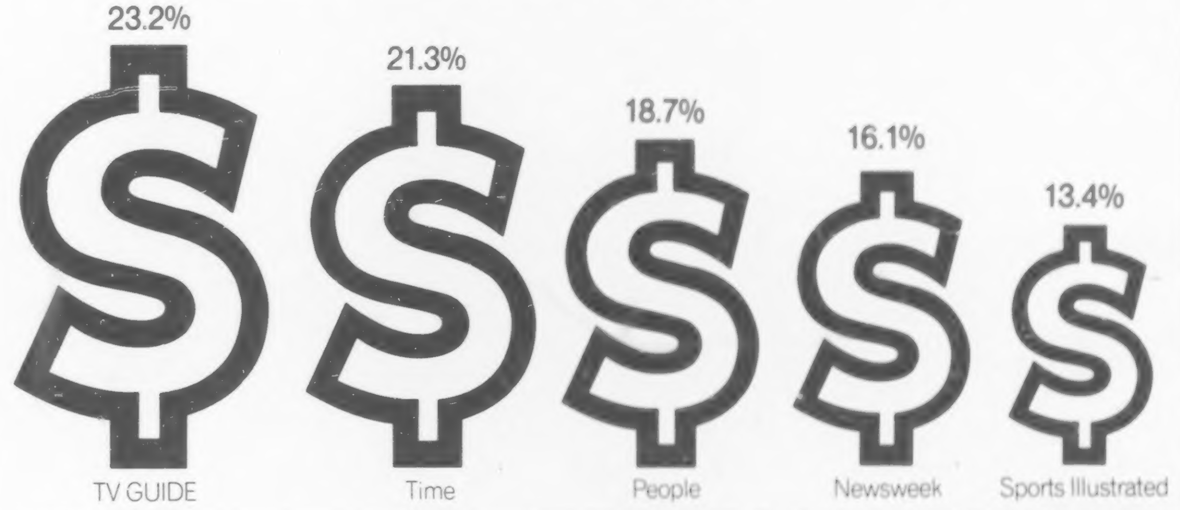

Source: SMRB. 1985. Special Tabulation.

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Bank on TV Guide. More than 39 million adult readers do, every week.

TV GUIDE
TRIANGLE PUBLICATIONS, INC.

NEWSMAGAZINES

Continued

Ad Pages

1	People Weekly	4,063
2	TV Guide	3,800
3	Sports Illustrated	3,035
4	Newsweek	3,004
5	Time	2,818
6	U.S.News & World Report	1,758
7	Industry Week	1,333
8	The Sporting News	560
9	Nation's Business	432
	Total	**20,803**

% Chg. Ad Pages

	1984 vs. 1983	%
1	People Weekly	17.8
2	Nation's Business	16.8
3	Sports Illustrated	10.0
4	Industry Week	6.9
5	TV Guide	4.6
6	Time	4.2
7	Newsweek	2.0
8	U.S.News & World Report	−1.6
9	The Sporting News	−13.4

Net Chg. Ad Pages

	1984 vs. 1983	
1	People Weekly	614
2	Sports Illustrated	277
3	TV Guide	168
4	Time	115
5	Industry Week	86
6	Nation's Business	62
7	Newsweek	58
8	U.S.News & World Report	−29
9	The Sporting News	−86
	Total	**1,265**

Avg. Ad Pages/Copy

1	People Weekly	80
2	TV Guide	73
3	Newsweek	56
4	Sports Illustrated	56
5	Industry Week	53
6	Time	53
7	Nation's Business	36
8	U.S.News & World Report	34
9	The Sporting News	11

Ad Revenue

		$000
1	Time	335,589
2	TV Guide	304,265
3	Newsweek	247,095
4	People Weekly	232,888
5	Sports Illustrated	230,766
6	U.S.News & World Report	101,480
7	Industry Week	17,113
8	Nation's Business	8,969
9	The Sporting News	7,619
	Total	**1,485,784**

% Chg. Ad Revenue

	1984 vs. 1983	%
1	People Weekly	32.7
2	Sports Illustrated	26.1
3	Industry Week	19.8
4	Nation's Business	16.3
5	Newsweek	13.0
6	TV Guide	12.9
7	Time	12.1
8	U.S.News & World Report	8.2
9	The Sporting News	3.6

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	People Weekly	57,373
2	Sports Illustrated	47,761
3	Time	36,247
4	TV Guide	34,835
5	Newsweek	28,361
6	U.S.News & World Report	7,720
7	Industry Week	2,829
8	Nation's Business	1,255
9	The Sporting News	267
	Total	**216,648**

Avg. Edit. Pgs./Copy

1	TV Guide	143
2	Sports Illustrated	64
3	People Weekly	63
4	U.S.News & World Report	61
5	Time	54
6	Newsweek	52
7	Nation's Business	48
8	The Sporting News	46
9	Industry Week	43

Average Circulation

1	TV Guide	17,230,353
2	Time	4,625,322
3	Newsweek	3,025,012
4	People Weekly	2,768,105
5	Sports Illustrated	2,668,678
6	U.S.News & World Report	2,092,697
7	Nation's Business	863,515
8	The Sporting News	664,912
9	Industry Week	302,506
	Total	**34,241,100**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	The Sporting News	13.5
2	Sports Illustrated	7.8
3	Nation's Business	5.5
4	People Weekly	1.0
5	Industry Week	0.6
6	TV Guide	0.4
7	Newsweek	−0.2
8	Time	−0.9
9	U.S.News & World Report	−1.2

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Sports Illustrated	192,531
2	The Sporting News	78,873
3	TV Guide	61,529
4	Nation's Business	45,178
5	People Weekly	27,076
6	Industry Week	1,929
7	Newsweek	−5,769
8	U.S.News & World Report	−24,642
9	Time	−42,147
	Total	**334,558**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	TV Guide	216
2	People Weekly	143
3	Sports Illustrated	120
4	Newsweek	107
5	Time	107
6	Industry Week	96
7	U.S.News & World Report	95
8	Nation's Business	84
9	The Sporting News	57

▶

MAGAZINE PROFILES

Washington scene, current affairs, life styles.

Member: ABC

Primary SRDS Classification No. 36A

People Weekly

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1974
Published: Weekly

Publisher: S. Christopher Meigher III

Advertising Director: William S. Myers, Associate Publisher

Other key contacts: Terrence W. Russell, National Advertising Sales Manager; John J. Gallagher, Associate Advertising Sales Manager

Editorial Description: People Weekly is edited for active, sophisticated women and men. It presents readers with an overview of pacesetters on the contemporary American scene, focusing on the newsworthy rather than just the news. Articles feature the work and lifestyles of people in the arts, sciences, business and politics as well as stars of television, motion pictures, records and sports. People Weekly also profiles relatively unknown individuals who lead unusual, inspiring, or interesting lives.

Member: ABC

Primary SRDS Classification No. 36A

The Sporting News

The Sporting News Publishing Company
1212 North Lindbergh Boulevard
St. Louis, MO 63132
(314) 997-7111
Year founded: 1886
Published: Weekly

Publisher: Richard Waters, President

Advertising Director: Kent Valandra, Associate Publisher

Other key contacts: Edward C. Campbell, Midwest Advertising Director; Steven Card, Advertising Services Manager

Editorial Description: The Sporting News is edited for followers and participants of the major sports such as baseball, football, basketball, hockey, etc. In addition to regular feature stories, statistics are carried each week including averages, standings, summaries, etc.

Member: ABC

Primary SRDS Classification No. 36A

Sports Illustrated

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1954
Published: Weekly (except semi-weekly during a week in November and a week in September, also two issues combined at year-end)

Publisher: Robert L. Miller

Advertising Director: Donald J. Barr

Other key contacts: Ann S. Moore, General Manager; Thomas J. Hickey, Advertising Sales Manager

Editorial Description: Sports Illustrated reports and interprets the world of sport, recreation and active leisure. It previews, analyzes and comments upon major games and events, as well as those noteworthy for character and spirit alone. It features individuals connected to sport and evaluates trends concerning the part sport plays in contemporary life. It provides instruction for both participants and spectators. Articles range through various fields: travel, architecture, art, fashion, physical fitness and conservation. Special departments deal with sports equipment, books and statistics.

Member: ABC

Primary SRDS Classification No. 36A

Figures are FOLIO estimates for the calendar year 1984.

NEWSMAGAZINES

Continued

TIME

Time Inc.
Time/Life Building
Rockefeller Center
New York, NY 10020
(212) 586-1212
Year founded: 1923
Published: Weekly

Publisher: John A. Meyers
Advertising Director: Richard B. Thomas
Other key contacts: John J. Crowley, Jr., U.S. Advertising Sales Director; Charles D. Hogan, Associate U.S. Advertising Sales Director; Harry Steinbreder, Jr., Special Advertising Projects; Don Elliman, Jr., International Advertising Sales Director; Rose L. Epstein, Advertising Sales General Manager

Editorial Description: TIME, The Weekly Newsmagazine is designed to keep readers of both sexes and all ages informed on the world's important news every week. It is entirely staff written and much of its material comes from the direct reports of Time-Life News Service correspondents in key news centers around the globe. The news in TIME is organized by departments, including: Art, Behavior, Books, Business, Cinema, Education, Environment, Law, Modern Living, Music, Nation, Press, Religion, Theater and World. The Cover Story examines a significant situation or personality in depth, and Essay deals with issues and ideas. Throughout the magazine the Editors aim to put events in perspective and provide both facts and insight.

Member: ABC

Primary SRDS Classification No. 36A

TV Guide

Triangle Publications, Inc.
4 Radnor Corporate Center
Radnor, PA 19088
(215) 293-8500
Year founded: 1953
Frequency: Weekly

Publisher: Eric G. Larson
Advertising Director: Thomas J. McDonough
Other key contacts: Robert G. Baumier, Advertising Manager; James B. Delehanty, Eastern Advertising Manager; James H. Clark, Midwest Advertising Manager; C. Robert Brooks, West Coast Advertising Manager; Joseph W. Kryla, Detroit Advertising Manager

Editorial Description: TV Guide reports, probes and analyzes various aspects of network, cable and pay television. Its national editorial section contains in-depth reports on the television medium, and a wide array of updates, backgrounders, special profiles and features, many of which deal with the medium's relationships with news, sports, science, finance, politics, government, literature, the arts and social issues. The local section provides network, local and pay/cable programming information for each local edition area.
Member: ABC
Primary SRDS Classification No. 36A

U.S.News & World Report

U.S.News & World Report, Inc.
2400 N Street, N.W.
Washington, DC 20037
(202) 955-2000
Year founded: 1933
Published: Weekly
Publisher: Richard C. Thompson
Associate Publisher: James C. Mason
Advertising Director: Walter Buchleitner
Other key contacts: James A. Ashe, Director of Marketing
Editorial Description: U.S.News & World Report is devoted to major trends, developments and issues in national and world news. Original reports and special analyses emphasize the economic and social effects of the news, with application for business and professional people and their families.
Member: ABC
Primary SRDS Classification No. 36A

Newsweekly audience the Newsweeklies don't have every day!

USA TODAY delivers a newsweekly audience with a demographic profile that parallels the best of the newsweeklies—but these readers can't be reached with newsweeklies. 71% of USA TODAY readers don't read Time, 75% don't read Newsweek. 81% don't read U.S. News & World Report and 76% don't read Sports Illustrated. So if you want to reach more than 4 million of these newsweekly types every day, you need USA TODAY!

The Advertising Might of USA TODAY

THE NATION'S NEWSPAPER
USA TODAY
VIA SATELLITE

It works every day!

Source: SMRB 1985

Outdoor
Market Highlights

CIRCULATION:
SMALLER BOOKS GAIN

Number one, two and three books in total circulation record losses versus 1983. But with *Fins and Feathers* entering the market with fifth-ranked paid circulation of 436,314 the market's total circ expands by 25%. *Guns & Ammo* leads overall circ gains with a 9.8% increase, and its 13% sub increase versus year ago tops that measurement. *G&A* and *Shooting Times* are only two in market to increase newsstand circulation.

AD PAGES:
MARKET BAGS 240 MORE AD PAGES

Well over one third of this category's ad pages belong to *Sports Afield* (1,053 pages) and *Field & Stream* (1,019). But number five book, *Petersen's Hunting*, walks away with the page gain honors, scoring a 16.3% increase. *Bassmaster Magazine* soars from number seven in ad page growth last year to number two this year, in a tie with *Outdoor Life*. Both books push up ad pages 8.1%.

REVENUE:
NEWSSTAND LOSSES HAVE LITTLE IMPACT

Despite most titles' newsstand troubles, total revenue rises versus 1983 across the board (and at a better pace than reported last year). *Petersen's Hunting* apparently takes the adage, "Good hunting" literally: *PH* sweeps all revenue growth measurements, bagging all four number one spots without a single close number two. Particularly dramatic are *PH*'s ad revenue boost of 24.3% and its sub dollar jump of 19.4%.

OUTDOOR

Ad Pages

1	Sports Afield	1,053
2	Field & Stream	1,019
3	Outdoor Life	916
4	Guns & Ammo	606
5	Petersen's Hunting	556
6	Fins & Feathers	502
7	Bassmaster Magazine	452
8	Shooting Times	447
	Total	**5,551**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Petersen's Hunting	16.3
2	Bassmaster Magazine	8.1
3	Outdoor Life	8.1
4	Sports Afield	4.8
5	Guns & Ammo	2.1
6	Fins & Feathers	ne
7	Field & Stream	–0.1
8	Shooting Times	–0.4

Net Chg. Ad Pages

1984 vs. 1983

1	Petersen's Hunting	78
2	Outdoor Life	69
3	Sports Afield	48
4	Bassmaster Magazine	34
5	Guns & Ammo	13
6	Field & Stream	0
7	Fins & Feathers	ne
8	Shooting Times	–2
	Total	**240**

Avg. Ad Pages/Copy

1	Sports Afield	88
2	Field & Stream	85
3	Outdoor Life	76
4	Bassmaster Magazine	57
5	Guns & Ammo	50
6	Petersen's Hunting	46
7	Fins & Feathers	42
8	Shooting Times	37

Ad Revenue

		$000
1	Field & Stream	34,392
2	Outdoor Life	19,435
3	Sports Afield	12,844
4	Guns & Ammo	5,543
5	Bassmaster Magazine	4,650
6	Petersen's Hunting	2,975
7	Fins & Feathers	2,052
8	Shooting Times	1,405
	Total	**83,296**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Petersen's Hunting	24.3
2	Outdoor Life	17.7
3	Bassmaster Magazine	13.2
4	Field & Stream	12.2
5	Sports Afield	11.9
6	Shooting Times	9.9
7	Guns & Ammo	4.9
8	Fins & Feathers	ne

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Field & Stream	3,752
2	Outdoor Life	2,925
3	Sports Afield	1,370
4	Petersen's Hunting	581
5	Bassmaster Magazine	541
6	Guns & Ammo	260
7	Shooting Times	126
8	Fins & Feathers	ne
	Total	**9,555**

Avg. Edit. Pgs./Copy

1	Sports Afield	77
2	Field & Stream	73
3	Outdoor Life	67
4	Bassmaster Magazine	64
5	Petersen's Hunting	60
6	Guns & Ammo	55
7	Shooting Times	54
8	Fins & Feathers	52

Average Circulation

1	Field & Stream	2,003,174
2	Outdoor Life	1,513,279
3	Sports Afield	523,168
4	Guns & Ammo	522,256
5	Fins & Feathers	436,314
6	Bassmaster Magazine	405,855
7	Petersen's Hunting	290,343
8	Shooting Times	213,890
	Total	**5,908,279**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Guns & Ammo	9.8
2	Petersen's Hunting	6.3
3	Shooting Times	2.8
4	Bassmaster Magazine	2.1
5	Fins & Feathers	ne
6	Outdoor Life	–1.4
7	Field & Stream	–2.1
8	Sports Afield	–3.4

Net Chg. Avg. Circ.

1984 vs. 1983

1	Guns & Ammo	46,450
2	Petersen's Hunting	17,274
3	Bassmaster Magazine	8,488
4	Shooting Times	5,856
5	Fins & Feathers	ne
6	Sports Afield	–18,543
7	Outdoor Life	–21,308
8	Field & Stream	–41,990
	Total	**–3,773**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Sports Afield	165
2	Field & Stream	158
3	Outdoor Life	144
4	Bassmaster Magazine	120
5	Petersen's Hunting	107
6	Guns & Ammo	105
7	Fins & Feathers	94
8	Shooting Times	91

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Bassmaster Magazine

B.A.S.S. Publications
One Bell Road
Montgomery, AL 36141
(205) 272-9530
Year founded: 1967
Published: 8x per year

Publisher: Ray Scott
Advertising Director: Mike Harris
Other key contacts: Helen Sevier, Associate Publisher

Editorial Description: Bassmaster Magazine is edited for expert or beginner fresh water bass fishermen. Illustrated articles cover tactics and tackle for locating and catching largemouth, smallmouth, and spotted bass in man-made reservoirs, natural lakes or streams. Emphasis is on "how-to" with advice from professional anglers on the Bass Tournament Trail. Special issues feature coverage on bass boats, motors, accessories. Bass Masters Classic world finals, and an annual forecast of bass fishing "hot spots" with detailed where-to and how-to. Bass Club activities, conservation alerts. bass research, tournament reports, and a Tackle Report with expert's advice on new products are regular features.

Member: ABC, MPA

Primary SRDS Classification No. 19

Field & Stream

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6000
Year founded: 1895
Published: Monthly

Publisher: Eugene A. Bay, Jr.
Advertising Director: John H. Grant, Jr.

Editorial Description: Field & Stream is published for the outdoor sportsman and his family. While hunting and fishing are at the core of the editorial coverage, each issue features articles and departments devoted to conservation, fish and game recipes, camping, boating, gun dogs, vehicles, humor, and new products. Each issue also includes an eight-page locally edited section specifically tailored to the needs of outdoorsmen in each of five geographic regions.

Member: ABC

Primary SRDS Classification No. 19

Fins and Feathers

Fins and Feathers Publishing Company
318 West Franklin Avenue
Minneapolis, MN 55404
(612) 874-8130
Year founded: 1972
Published: Monthly

Publisher: Thomas C. Billig
Advertising Director: Thomas C. Billig III
Other key contacts: John Dill, Assistant Advertising Director; Jack Cummings, National Sales Manager; Sig Buchmayr, Northeast Representative; Jim Killer, South Representative; Bill Hague, West Representative

Editorial Description: Fins and Feathers is edited for America's sportsman and his family who have an active interest in fishing, hunting, and outdoor recreation as a focal point in their lives. It provides in each of the 41 separate state editions articles which instruct the reader in how to better engage in outdoor activities in and around his state. Associated activities and departments include Camping, Gun Dogs, Boating, Guns and Ammo, Bow Hunting, Recipe File, New Products, State Lake Maps, and Hunting Areas.

Member: ABC

Primary SRDS Classification No. 19

Guns & Ammo

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069

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Figures are Folio estimates for the calendar year 1984.

OUTDOOR

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 Field & Stream	54,278
2 Outdoor Life	38,035
3 Sports Afield	19,490
4 Guns & Ammo	11,879
5 Bassmaster Magazine	8,792
6 Fins & Feathers	8,503
7 Petersen's Hunting	6,422
8 Shooting Times	5,088
Total	**152,487**

% Chg. Total Revenue

1984 vs. 1983	%
1 Petersen's Hunting	19.2
2 Field & Stream	8.7
3 Outdoor Life	7.6
4 Bassmaster Magazine	7.2
5 Guns & Ammo	6.5
6 Sports Afield	5.6
7 Shooting Times	3.6
8 Fins & Feathers	ne

Subscription Revenue

	$000
1 Field & Stream	16,815
2 Outdoor Life	15,266
3 Fins & Feathers	5,116
4 Bassmaster Magazine	3,920
5 Sports Afield	3,571
6 Guns & Ammo	3,268
7 Petersen's Hunting	1,901
8 Shooting Times	1,434
Total	**51,291**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Petersen's Hunting	19.4
2 Guns & Ammo	12.8
3 Field & Stream	5.5
4 Bassmaster Magazine	3.9
5 Sports Afield	0.7
6 Fins & Feathers	ne
7 Outdoor Life	−0.4
8 Shooting Times	−0.8

Avg. Subscrip. Circ.

1 Field & Stream	1,856,974
2 Outdoor Life	1,354,509
3 Bassmaster Magazine	391,952
4 Sports Afield	391,782
5 Fins & Feathers	379,259
6 Guns & Ammo	377,757
7 Petersen's Hunting	217,568
8 Shooting Times	106,775
Total	**5,076,576**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 Guns & Ammo	13.0
2 Petersen's Hunting	10.2
3 Bassmaster Magazine	3.9
4 Shooting Times	2.8
5 Fins & Feathers	ne
6 Outdoor Life	0.0
7 Sports Afield	−0.9
8 Field & Stream	−1.5

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 Guns & Ammo	43,570
2 Petersen's Hunting	20,200
3 Bassmaster Magazine	14,638
4 Shooting Times	2,896
5 Outdoor Life	39
6 Fins & Feathers	ne
7 Sports Afield	−3,397
8 Field & Stream	−28,315
Total	**49,631**

Newsstand Revenue

	$000
1 Outdoor Life	3,334
2 Sports Afield	3,074
3 Field & Stream	3,070
4 Guns & Ammo	3,069
5 Shooting Times	2,249
6 Petersen's Hunting	1,546
7 Fins & Feathers	1,335
8 Bassmaster Magazine	222
Total	**17,899**

Avg. Newsstand Circ.

1 Outdoor Life	158,770
2 Field & Stream	146,200
3 Guns & Ammo	144,499
4 Sports Afield	131,387
5 Shooting Times	107,116
6 Petersen's Hunting	72,775
7 Fins & Feathers	57,055
8 Bassmaster Magazine	13,903
Total	**831,705**

% Chg. Avg. News. Circ.

1984 vs. 1983	%
1 Shooting Times	2.8
2 Guns & Ammo	2.0
3 Fins & Feathers	ne
4 Petersen's Hunting	−3.9
5 Field & Stream	−8.6
6 Sports Afield	−10.3
7 Outdoor Life	−11.9
8 Bassmaster Magazine	−30.7

Net Chg. Avg. News. Circ.

1984 vs. 1983	
1 Shooting Times	2,961
2 Guns & Ammo	2,880
3 Fins & Feathers	ne
4 Petersen's Hunting	−2,926
5 Bassmaster Magazine	−6,152
6 Field & Stream	−13,675
7 Sports Afield	−15,147
8 Outdoor Life	−21,348
Total	**−53,407**

% Chg. News. Revenue

1984 vs. 1983	%
1 Petersen's Hunting	10.5
2 Guns & Ammo	3.2
3 Shooting Times	2.9
4 Fins & Feathers	ne
5 Outdoor Life	−5.4
6 Field & Stream	−8.5
7 Sports Afield	−10.3
8 Bassmaster Magazine	−30.7

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

(213) 657-5100
Year founded: 1969
Published: Monthly

Publisher: Jay Hard
Group Publisher: Thomas Siatos
Advertising Director: Peter F. Clancey, Senior Vice President
Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: Tony Coelho, Eastern Advertising Director

Editorial Description: Guns and Ammo offers a semi-technical approach to sporting firearms and their uses for beginners and experts alike. It includes articles on hunting, target shooting, antique firearms, ammunition, reloading and field tests in guns and shooting equipment. Regular columns include new products, letters, book reviews and technical questions.

Member: ABC

Primary SRDS Classification No. 19

Outdoor Life

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1898
Published: Monthly

Publisher: John B. Crawley
Advertising Director: Ed Backus
Other key contacts: John W. Daley, Promotion Manager

Editorial Description: Outdoor Life is edited for the active sportsman and his outdoor-oriented family. Two-thirds of the feature articles are devoted to national interests, and one-third to the interests of four different regions: Northeast, South, Midwest and West. This editorial program provides feature articles and departments for the experienced as well as novice sportsman. Regularly covered subjects include hunting, fishing, boating, camping, archery, trap & skeet, conservation, dogs, photography, travel, equipment and apparel necessary for greater enjoyment of the out-of-doors. Emphasis throughout Outdoor Life is on participation.

Member: ABC

Primary SRDS Classification No. 19

Petersen's Hunting

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1973
Published: Monthly

Publisher: Ken Elliott
Group Publisher: Thomas Siatos
Advertising Director: Peter F. Clancey, Senior Vice President
Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: Tony Coelho, Eastern Advertising Director

Editorial Description: Petersen's Hunting is a magazine devoted to the sport of recreational hunting. It offers information for the true hunter. Petersen's Hunting presents in-depth coverage of big game, small game, upland game, waterfowl, exotic game, hunting vehicles and gun dogs. In addition, Petersen's Hunting is involved in game conservation and ecology, and the critical roles played by the hunter and the manufacturer.

Member: ABC

Primary SRDS Classification No. 19

Shooting Times

PJS Publications Inc.
P.O. Box 1790
Peoria, IL 61656
(309) 682-6626
Year founded: 1960
Published: Monthly

Publisher: Jerry R. Constantino
Advertising Director: Don Hartzell
Other key contacts: Terry Bredenberg, Executive Advertising Director

Editorial Description: Shooting Times magazine ▶

Magazine Profiles

is edited for the gun enthusiast, experienced and novice. Guns and shooting activities in the shooting sports are covered. Articles are semitechnical, covering handguns, rifles, shotguns, muzzleloading, hunting—varmint, big and small game, upland bird hunting. Ammo reloading covers handguns, rifles and shotguns. Also, conservation, how-to-do-it articles. New and existing guns, products and components are evaluated. Columns (monthly) are on handguns, hunting, Q&A's, gunsmithing, reloading, conservation, firearms laws, rifles and shotguns, both rimfire and centerfire.
Member: ABC
Primary SRDS Classification No. 19

Sports Afield

Hearst Magazines
250 West 55th Street
New York, NY 10019
(212) 262-8850
Year founded: 1887
Published: Monthly

Publisher: Hastings Ross
Advertising Director: William Losee

Editorial Description: Sports Afield is edited for the outdoor sports enthusiast. Illustrated feature articles cover outdoor activity. Advice on camping, hunting, arms and ammunition, fishing, boating, sporting dogs, trap and skeet, recreational vehicles, food, outdoor wear and wines and spirits as well as new products. Issues feature coverage of seasonal activities, with emphasis on where and how.

Member: ABC

Primary SRDS Classification No. 19

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☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Personal Finance & Management

Market Highlights

CIRCULATION:

MOST BOOKS MANAGE CIRCULATION WELL

After subtracting the circulation of one departed title, this market manages an overall gain versus 1983. Biggest circ book, *Consumer Reports* (nearly half of market total), grows 8.4%. But best success in overall circ growth (up 16.6%) and subscriptions (up 17.2%) is *Success!* Consumer interest rises dramatically at the newsstand for *Consumer Reports*, which boosts single-copy sales a market-leading 52.2%.

AD PAGES:

MINUS ONE TITLE, MARKET STILL AHEAD OF '83

Even with the departure of one title, this market posts a 2.5% lift in ad pages versus 1983. *Consumers Digest* leads books in ad page growth (as it did last year), up 9.2%. And despite a slight dip in ad pages, *Barron's* still accounts for nearly half the pages run in this market.

REVENUE:

GROWTH EXPERIENCED BY ALL TITLES

When it comes to managing finances, these books excel. Biggest money maker, *Money* tops all in total revenue growth vs. 1983. *Consumer Reports* makes cash registers ring at the newsstands with a 102.5% boost in single-copy revenue. *Consumers Digest* concentrates on ad coffers, upping ad revenues 46.6%.

PERSONAL FINANCE & MANAGEMENT

Ad Pages

1	Barron's	2,350
2	Money	1,516
3	Changing Times	535
4	Success!	414
5	Consumers Digest	102
6	Consumer Reports	0
	Total	**4,917**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Consumers Digest	9.2
2	Money	6.0
3	Changing Times	4.5
4	Success!	0.2
5	Consumer Reports	n/a
6	Barron's	−3.9

Net Chg. Ad Pages

1984 vs. 1983

1	Money	86
2	Changing Times	23
3	Consumers Digest	9
4	Success!	1
5	Consumer Reports	n/a
6	Barron's	−96
	Total	**23**

Avg. Ad Pages/Copy

1	Money	126
2	Changing Times	45
3	Barron's	44
4	Success!	34
5	Consumers Digest	17
6	Consumer Reports	ne

Ad Revenue

		$000
1	Money	56,953
2	Barron's	20,998
3	Changing Times	12,802
4	Success!	2,011
5	Consumers Digest	1,411
6	Consumer Reports	0
	Total	**94,175**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Consumers Digest	46.6
2	Money	35.1
3	Success!	14.9
4	Changing Times	10.8
5	Barron's	0.8
6	Consumer Reports	n/a

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Money	14,806
2	Changing Times	1,246
3	Consumers Digest	449
4	Success!	261
5	Barron's	166
6	Consumer Reports	n/a
	Total	**16,928**

Avg. Edit. Pgs./Copy

1	Consumer Reports	83
2	Changing Times	56
3	Success!	41
4	Barron's	ne
5	Consumers Digest	ne
6	Money	ne

Average Circulation

1	Consumer Reports	3,143,922
2	Money	1,493,695
3	Changing Times	1,400,571
4	Consumers Digest	1,011,329
5	Success!	293,409
6	Barron's	280,138
	Total	**7,623,064**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Success!	16.6
2	Money	12.7
3	Consumers Digest	12.0
4	Consumer Reports	8.4
5	Changing Times	−2.0
6	Barron's	−5.8

Net Chg. Avg. Circ.

1984 vs. 1983

1	Consumer Reports	243,922
2	Money	168,144
3	Consumers Digest	108,320
4	Success!	41,726
5	Barron's	−17,239
6	Changing Times	−28,088
	Total	**516,785**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Changing Times	101
2	Consumer Reports	83
3	Success!	75
4	Barron's	ne
5	Consumers Digest	ne
6	Money	ne

▶

n/a = not applicable
ne = not estimated

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Source SMRB 1984

Figures are FOLIO estimates for the calendar year 1984.

PERSONAL FINANCE & MANAGEMENT

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Money	96,100
2	Consumer Reports	46,832
3	Barron's	40,229
4	Changing Times	28,377
5	Consumers Digest	10,865
6	Success!	5,448
	Total	**227,851**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Money	29.5
2	Consumers Digest	19.2
3	Success!	19.1
4	Consumer Reports	14.5
5	Changing Times	3.6
6	Barron's	2.0

Subscription Revenue

		$000
1	Consumer Reports	43,380
2	Money	30,208
3	Changing Times	14,870
4	Barron's	10,616
5	Consumers Digest	9,381
6	Success!	2,754
	Total	**111,209**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Success!	21.7
2	Money	21.6
3	Consumers Digest	15.0
4	Consumer Reports	10.7
5	Barron's	3.4
6	Changing Times	−1.5

Avg. Subscrip. Circ.

1	Consumer Reports	2,991,714
2	Changing Times	1,366,979
3	Money	1,204,957
4	Consumers Digest	1,005,195
5	Success!	258,478
6	Barron's	171,777
	Total	**6,999,100**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Success!	17.2
2	Money	13.8
3	Consumers Digest	11.3
4	Consumer Reports	6.8
5	Changing Times	−1.8
6	Barron's	−5.9

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Consumer Reports	191,714
2	Money	145,932
3	Consumers Digest	102,186
4	Success!	37,967
5	Barron's	−10,842
6	Changing Times	−24,962
	Total	**441,995**

Newsstand Revenue

		$000
1	Money	8,939
2	Barron's	8,615
3	Consumer Reports	3,452
4	Changing Times	705
5	Success!	683
6	Consumers Digest	74
	Total	**22,468**

Avg. Newsstand Circ.

1	Money	288,738
2	Consumer Reports	152,208
3	Barron's	108,362
4	Success!	34,931
5	Changing Times	33,592
6	Consumers Digest	6,134
	Total	**623,965**

% Chg. Avg. News. Circ.

	1984 vs. 1983	%
1	Consumer Reports	52.2
2	Success!	12.1
3	Money	8.3
4	Consumers Digest	ne
5	Barron's	−5.6
6	Changing Times	−8.5

Net Chg. Avg. News. Circ.

	1984 vs. 1983	
1	Consumer Reports	52,208
2	Money	22,212
3	Consumers Digest	6,134
4	Success!	3,759
5	Changing Times	−3,126
6	Barron's	−6,398
	Total	**74,789**

% Chg. News. Revenue

	1984 vs. 1983	%
1	Consumer Reports	102.5
2	Money	24.2
3	Success!	21.8
4	Barron's	3.1
5	Consumers Digest	ne
6	Changing Times	−4.2

n/a = not applicable
ne = not estimated

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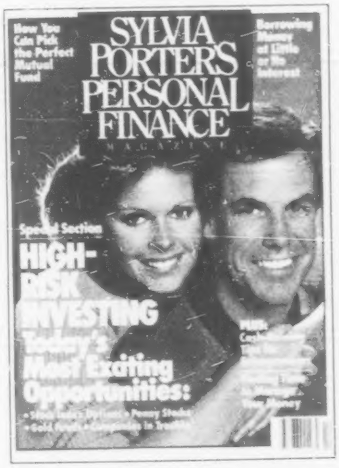
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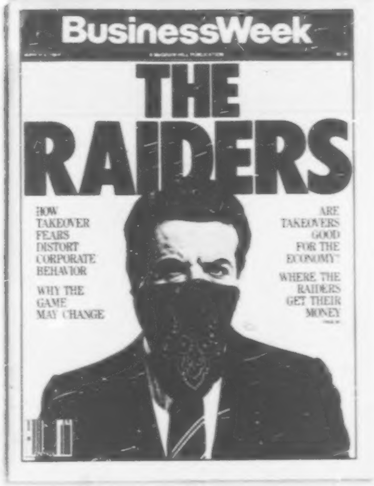
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THE RAIDERS

HOW TAKEOVER FEARS DISTORT CORPORATE BEHAVIOR

WHY THE GAME MAY CHANGE

ARE TAKEOVERS GOOD FOR THE ECONOMY?

WHERE THE RAIDERS GET THEIR MONEY

BusinessWeek

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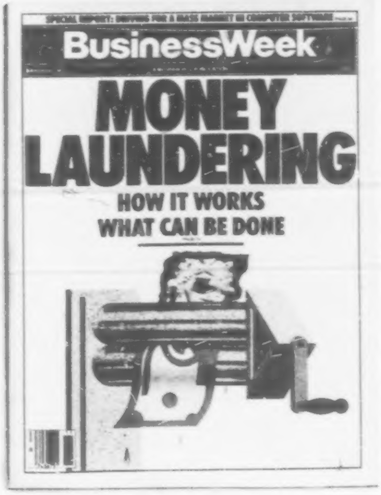
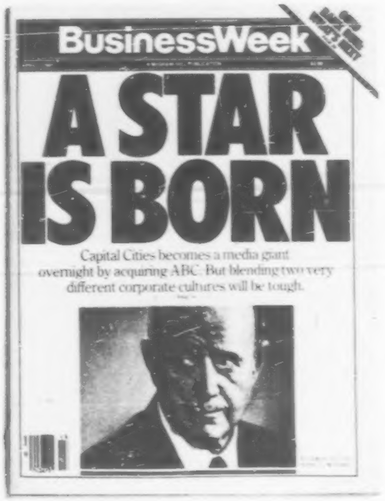

BusinessWeek

MONEY LAUNDERING

HOW IT WORKS

WHAT CAN BE DONE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BusinessWeek

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PERSONAL FINANCE & MANAGEMENT

Continued

Barron's

National Business and Financial Weekly

Dow Jones & Co.
420 Lexington Avenue
New York, NY 10170
(212) 808-7220
Year founded: 1921
Published: Weekly

Publisher: Robert Bleiberg
Advertising Director: Walter Dietzer

Editorial Description: Barron's contains in-depth analyses of how the capital markets will impact on the future of business and government. Its columns and features are designed to help readers make decisions regarding the deployment of business and personal capital. Articles point out industrial developments and investment opportunities affecting the businessman, the money manager, the investor, the advocate, and the consumer. Each issue contains corporate evaluations, financial columns, and a complete listing of economic indicators and market results.

Member: ABC

Primary SRDS Classification No. 8

Changing Times

The Kiplinger Washington Editors, Inc.
220 East 42nd Street, Suite 3010
New York, NY 10017
(212) 599-0454
Year founded: 1947
Published: Monthly

Publisher: Nicholas H. Niles
Advertising Director: John T. Abbott
Other key contacts: Peter Van Leight, Marketing Director

Editorial Description: Changing Times provides practical information about ways to maximize current assets and anticipate opportunities in an increasingly complex world. Changing Times features updates on new and existing products and services and provides information on investments, insurance, taxes, home ownership, recreation, education, automobiles, health care and career and retirement planning. Regular editorial departments cover the economic outlook, jobs, travel and recreation, books, home improvement and maintenance, things to write for and answers to readers' questions.

Member: ABC

Primary SRDS Classification No. 22

Consumer Reports

Consumers Union
256 Washington Street
Mount Vernon, NY 10553
(914) 667-9400
Year founded: 1936
Published: Monthly

Publisher: Rhoda H. Karpatkin

Consumers Digest

Consumers Digest, Inc.
5705 North Lincoln Avenue
Chicago, IL 60659
(312) 275-3590
Year founded: 1959
Published: Bimonthly

Publisher: Arthur Weber
Advertising Director: Tom W. Carr

Editorial Description: Consumers Digest is edited for consumers who are seeking detailed and specific advice, evaluations, and recommendations on products and services which they plan to buy in the near future. Articles, regular departments, and intensive special studies are designed to help consumers find maximum value when they make purchases in such areas as: automobiles, electronic equipment, household products, food, alcoholic beverages, career planning, home ownership, recreation, money management, travel and others.

Member: ABC

Primary SRDS Classification No. 22

Money

Time Inc.
Time & Life Building
Rockefeller Center
New York, NY 10020
(212) JU6-1212
Year founded: 1972
Published: Monthly

Publisher: William M. Kelly, Jr.
Advertising Director: Charles Rubens II

Editorial Description: Money is America's magazine of personal finance. Each issue tackles subjects that concern affluent men and women most today: gaining maximum return on investments, increasing earning power, saving wisely, obtaining quality and values in key purchases.

Member: ABC

Primary SRDS Classification No. 22

SUCCESS!

The Magazine for Achievers

Success Magazine Company
342 Madison Avenue
New York, NY 10173
(212) 503-0700
Year founded: 1954
Published: Monthly

Publisher: Charles Bullock
Advertising Director: Barbara Marks
Other key contacts: Robert C. Hanna, National Sales Director

Editorial Description: SUCCESS! is a magazine designed to stimulate, encourage and challenge those who seek continuous achievement in their business and personal lives. Each issue applies to attaining personal goals, entrepreneurial activities and management of business affairs.

Member: ABC

Primary SRDS Classification No. 22

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Figures are FOLIO estimates for the calendar year 1984.

Science & Nature

Market Highlights

CIRCULATION:

THE BIG STORY—WHAT DIDN'T HAPPEN

Seven of 10 titles boost overall circulation. Two titles reporting double-digit newsstand declines in last year's FOLIO:400—*Psychology Today* and *Scientific American*—even patch these holes, ranking third and fourth in newsstand gains this year. *National Wildlife* scores the biggest overall circulation increase, 8.8% versus 1983. *Audubon* repeats last year's number one growth performance at the newsstand, and *Omni* again comes in number one in sub gains.

AD PAGES:

GOOD NEWS/BAD NEWS

Although half the titles lose ad pages, the market as a whole nets 70 more than in 1983. *Scientific American* and *Psychology Today*, the only two books to lose pages in 1983, rank second and fourth in page gains this year. Biggest book in the category, at 1,122 pages, *Spectrum* leads all in ad page gains at 12.5%, squeaking ahead of *SA*, which posts a 12.1% increase.

REVENUE:

COFFERS SWELL DESPITE PAGE DRAINS

Whatever the ad-page story, all but two books lift their ad revenues, led by *Spectrum* at 25.6% and *Natural History*, 22.8%. *Spectrum* and *NH* also take the top spots in total revenue increases, 22.5% and 17% respectively. *Omni*'s sub circulation gains produced a number one sub revenue increase, up 31.8% versus 1983.

OMNI

JUNE 1985 $2.50

SPECIAL EDITION: JAPAN 2000

53 SCIENCE & NATURE
Market Analysis

THE WORLD'S MOST WIDELY READ CONSUMER SCIENCE MAGAZINE

SCIENCE & NATURE

Ad Pages

1 Spectrum	1,122
2 Scientific American	840
3 Omni	818
4 Natural History	510
5 Discover	434
6 Science 84	384
7 Science Digest	379
8 Psychology Today	321
9 Audubon	175
10 National Wildlife	0
Total	**4,983**

% Chg. Ad Pages

1984 vs. 1983	%
1 Spectrum	12.5
2 Scientific American	12.1
3 Natural History	8.7
4 Psychology Today	4.3
5 National Wildlife	n/a
6 Omni	-0.4
7 Science 84	-7.5
8 Science Digest	-11.4
9 Discover	-14.5
10 Audubon	-19.4

Net Chg. Ad Pages

1984 vs. 1983	
1 Spectrum	124
2 Scientific American	91
3 Natural History	41
4 Psychology Today	13
5 National Wildlife	n/a
6 Omni	-3
7 Science 84	-31
8 Audubon	-42
9 Science Digest	-49
10 Discover	-74
Total	**70**

Avg. Ad Pages/Copy

1 Spectrum	94
2 Scientific American	70
3 Omni	68
4 Natural History	43
5 Science 84	38
6 Discover	36
7 Science Digest	32
8 Audubon	29
9 Psychology Today	27
10 National Wildlife	n/a

Ad Revenue

	$000
1 Scientific American	17,136
2 Omni	16,080
3 Discover	10,596
4 Science 84	7,124
5 Spectrum	6,167
6 Psychology Today	5,509
7 Science Digest	4,867
8 Natural History	4,756
9 Audubon	1,500
10 National Wildlife	0
Total	**73,735**

% Chg. Ad Revenue

1984 vs. 1983	%
1 Spectrum	25.6
2 Natural History	22.8
3 Scientific American	17.0
4 Omni	10.4
5 Science 84	3.5
6 Psychology Today	0.9
7 Science Digest	0.1
8 National Wildlife	n/a
9 Audubon	-1.3
10 Discover	-10.4

Net Chg. Ad Revenue

1984 vs. 1983	$000
1 Omni	1,516
2 Natural History	883
3 Psychology Today	47
4 National Wildlife	n/a
5 Audubon	-20
6 Discover	-1,224
7 Science Digest	7
8 Scientific American	2,484
9 Spectrum	1,259
10 Science 84	238
Total	**5,190**

Avg. Edit. Pgs./Copy

1 Audubon	125
2 Scientific American	99
3 Spectrum	89
4 Omni	88
5 Science Digest	75
6 Science 84	75
7 Natural History	64
8 Discover	63
9 Psychology Today	57
10 National Wildlife	ne

Average Circulation

1 Discover	983,936
2 Psychology Today	853,625
3 Omni	837,282
4 National Wildlife	810,691
5 Science 84	718,970
6 Scientific American	649,253
7 Science Digest	566,051
8 Natural History	503,457
9 Audubon	379,135
10 Spectrum	245,694
Total	**6,548,094**

% Chg. Avg. Circ.

1984 vs. 1983	%
1 National Wildlife	8.8
2 Discover	7.1
3 Spectrum	6.5
4 Natural History	5.0
5 Science Digest	4.1
6 Omni	2.9
7 Science 84	0.4
8 Audubon	-0.1
9 Scientific American	-2.4
10 Psychology Today	-3.3

Net Chg. Avg. Circ.

1984 vs. 1983	
1 National Wildlife	65,691
2 Discover	65,606
3 Natural History	23,837
4 Omni	23,435
5 Science Digest	22,437
6 Spectrum	14,891
7 Science 84	2,588
8 Audubon	-418
9 Scientific American	-16,156
10 Psychology Today	-29,326
Total	**172,585**

Avg. Total Pgs./Copy

ad pages + edit. pages	
1 Spectrum	183
2 Scientific American	169
3 Omni	156
4 Audubon	154
5 Science 84	113
6 Science Digest	107
7 Natural History	106
8 Discover	99
9 Psychology Today	84
10 National Wildlife	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Audubon

The National Audubon Society
950 Third Avenue
New York, NY 10022
(212) 832-3200
Year founded: 1898
Published: Bimonthly

Publisher: Russell W. Peterson
Advertising Director: Orison B. Curpier
Other key contacts: Julian J. Orbon, Advertising Manager; Carmine Branagan, Vice President/Associate Publisher

Editorial Description: Audubon is edited for people interested in nature, conservation, the outdoors and an uncontaminated environment. Articles and photographic essays cover subjects from exploration and despoliation of our natural resources to birds and other wildlife, plant life, and insects.

Member: ABC

Primary SRDS Classification No. 35

DISCOVER

Time Inc.
Time & Life Building
Rockefeller Center
New York, NY 10020
(212) 841-4967
Year founded: 1980
Published: Monthly

Publisher: James B. Hayes
Advertising Director: John E. Jay
Other key contacts: Barbara M. Mrkonic, Associate Publisher

Editorial Description: DISCOVER, The Newsmagazine of Science, reports the important scientific and technological developments that affect our everyday lives. Astronomy to zoology, computers to cosmology, human behavior, medicine and physical fitness—DISCOVER brings science alive in words and graphics tailored to the educated layperson. The quick-close capability affords an editorial timeliness unmatched by any other magazine in the science field. Each issue captures scientific wonders, breakthroughs and personalities with the authority and perception that mark the Time Inc. tradition.

Member: ABC

Primary SRDS Classification No. 43

National Wildlife

National Wildlife Federation
8925 Leesburg Pike
Vienna, VA 22180
(703) 790-4500
Year founded: 1962
Published: Bimonthly

Publisher: James D. Davis

Natural History

The Magazine of Natural Science

American Museum of Natural History
79th Street & Central Park West
New York, NY 10024
(212) 873-1498
Year founded: 1900
Published: Monthly

▶

Figures are Folio estimates for the calendar year 1984.

SCIENCE & NATURE

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Omni	37,182
2	Scientific American	33,531
3	Discover	31,240
4	Psychology Today	17,755
5	Science 84	17,232
6	Science Digest	14,274
7	Natural History	13,891
8	National Wildlife	9,120
9	Spectrum	8,089
10	Audubon	7,579
	Total	**189,893**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Spectrum	22.5
2	Natural History	17.0
3	National Wildlife	16.6
4	Scientific American	7.0
5	Science 84	4.0
6	Omni	2.8
7	Discover	2.6
8	Psychology Today	1.2
9	Science Digest	0.5
10	Audubon	- 0.3

Subscription Revenue

		$000
1	Discover	17,569
2	Scientific American	12,298
3	Omni	11,243
4	Psychology Today	10,358
5	National Wildlife	9,120
6	Natural History	8,953
7	Science 84	8,381
8	Audubon	5,967
9	Science Digest	4,846
10	Spectrum	1,922
	Total	**90,657**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Omni	31.8
2	National Wildlife	16.6
3	Natural History	15.0
4	Science Digest	13.5
5	Spectrum	13.5
6	Discover	13.0
7	Science 84	3.7
8	Psychology Today	1.2
9	Audubon	- 0.3
10	Scientific American	- 2.4

Avg. Subscrip. Circ.

1	Discover	855,841
2	National Wildlife	810,691
3	Psychology Today	772,940
4	Science 84	632,592
5	Scientific American	512,667
6	Omni	508,665
7	Natural History	497,415
8	Science Digest	376,024
9	Audubon	372,911
10	Spectrum	235,280
	Total	**5,575,026**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Omni	34.6
2	Science Digest	13.1
3	National Wildlife	8.8
4	Discover	8.3
5	Spectrum	6.4
6	Natural History	5.5
7	Audubon	- 0.3
8	Science 84	- 0.6
9	Scientific American	- 3.2
10	Psychology Today	- 3.9

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Omni	130,666
2	Discover	65,848
3	National Wildlife	65,691
4	Science Digest	43,566
5	Natural History	25,715
6	Spectrum	14,091
7	Audubon	- 1,266
8	Science 84	- 4,044
9	Scientific American	- 16,880
10	Psychology Today	- 31,348
	Total	**292,039**

Newsstand Revenue

		$000
1	Omni	9,859
2	Science Digest	4,561
3	Scientific American	4,098
4	Discover	3,074
5	Psychology Today	1,888
6	Science 84	1,728
7	Natural History	181
8	Audubon	112
9	National Wildlife	0
10	Spectrum	0
	Total	**25,501**

Avg. Newsstand Circ.

1	Omni	328,618
2	Science Digest	190,027
3	Scientific American	136,587
4	Discover	128,095
5	Science 84	86,379
6	Psychology Today	80,686
7	Audubon	6,224
8	Natural History	6,042
9	National Wildlife	0
10	Spectrum	0
	Total	**962,658**

% Chg. Avg. News. Circ.

	1984 vs. 1983	%
1	Audubon	15.8
2	Science 84	8.3
3	Psychology Today	2.6
4	Scientific American	0.5
5	National Wildlife	n/a
6	Spectrum	n/a
7	Discover	- 0.2
8	Science Digest	- 10.0
9	Natural History	- 23.7
10	Omni	- 24.6

Net Chg. Avg. News. Circ.

	1984 vs. 1983	
1	Science 84	6,632
2	Psychology Today	2,022
3	Audubon	849
4	Scientific American	724
5	National Wildlife	n/a
6	Spectrum	n/a
7	Discover	- 243
8	Natural History	- 1,879
9	Science Digest	- 21,131
10	Omni	- 107,231
	Total	**- 120,257**

% Chg. News. Revenue

	1984 vs. 1983	%
1	Audubon	15.8
2	Science 84	8.3
3	Psychology Today	2.6
4	Scientific American	0.5
5	National Wildlife	n/a
6	Spectrum	n/a
7	Discover	- 0.2
8	Science Digest	- 10.0
9	Natural History	- 15.3
10	Omni	- 24.6

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Publisher: L. Thomas Kelly
Advertising Director: Todd Boersma
Other key contacts: Ruth McCrea, Business Manager

Editorial Description: Natural History is a journal of Scientific Research and a showcase for the world's great natural treasures. It provides a record of the on-going human quest to explore, map and understand the planet, its environment, its geography, its geology and that which lives or has ever lived upon it. Regular features include a "Naturalist At Large" column, astronomy column, natural foods column and book reviews.

Member: ABC

Primary SRDS Classification No. 43

Omni

Omni International, Ltd.
1965 Broadway
New York, NY 10023
(212) 496-6100
Year founded: 1977
Published: Monthly
Publisher: Robert Guccione
Advertising Director: Howard Plissner
Other key contacts: Kathy Keeton, President; Linda Newman, Associate Director Advertising; Sharon Scott, New York Advertising Manager

Editorial Description: Omni magazine is designed for well-educated readers who are interested in all aspects of technology and of science, including science fact and fiction. It is the magazine of tomorrow, the magazine that shows readers the kind of future they will be living in. Omni uses the world's best science journalists, artists, photographers and fiction writers to show the future in words and pictures, in interviews, in-depth articles, graphics, illustrations, photographic essays, and stories. The format is about 75% science fact and 25% science fiction.

Member: ABC

Primary SRDS Classification No. 43

Psychology Today

The American Psychological Association
One Park Avenue, Suite 1111
New York, NY 10016
(212) 481-0200
Year founded: 1967
Published: Monthly

Publisher: Joseph Benjamin
Advertising Director: Jerry Firestone

Editorial Description: Psychology Today is a forum for the exchange of new ideas, which deals with business, technology, science and people from the vantage point of human behavior. Longer articles are contained in features; shorter subjects—facts, ideas, opinion, and humor—are covered in the "Crosstalk" section. Special attention is given to the graphic presentation of the subject matter.

Member: ABC

Primary SRDS Classification No. 22

Science Digest

Hearst Magazines
888 Seventh Avenue
New York, NY 10106
(212) 262-7540
Published: Monthly

▶

Figures are FOLIO estimates for the calendar year 1984

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345 E. 47th St., NY, NY 10017 (212) 705-7760

SCIENCE & NATURE

Continued

Publisher: Woody Katsoff

Editorial Description: Science Digest is published for today's young professionals who are aware of the daily impact of science and technology on their lives and want to be able to understand and control these forces. The magazine is created by top scientists and journalists and is as accessible and easy to read as it is authoritative. Science Digest systematically surveys the field of professional journals and literature and presents the findings in comprehensible monthly digest departments. Major articles by the world's leading experts are devoted to explaining the issues of our times such as acid rain and nuclear defense. Photographs and technical illustrations are also included.

Member: ABC

Primary SRDS Classification No. 43

Science 84

American Association for the Advancement of Science
1101 Vermont Avenue, N.W.
Washington, DC 20005
(202) 842-9500
Year founded: 1979
Published: 10x per year

Publisher: Tod Herbers
Advertising Director: Marjorie Weiss
Other key contacts: Jack Mandable, Associate Publisher

Editorial Description: Science 84 is designed for educated men and women eager to learn more about the complex web of science and technology that shapes our life today. It seeks to unify, de-mystify, and clarify science as it affects our everyday concerns. Every issue offers in-depth feature articles, regular columns, commentaries and concise reports plus photography, maps, graphic charts and illustrations.

Member: ABC

Primary SRDS Classification No. 43

Scientific American

Scientific American, Inc.
415 Madison Avenue
New York, NY 10017
(212) 754-0550
Year founded: 1845
Published: Monthly

Publisher: Jonathan Piel, President and Editor
Advertising Director: John Kirby

Editorial Description: Scientific American is edited for laymen interested in the advancement of knowledge and its impact on society. In text and illustration the magazine reports contemporary work on questions about the larger universe, the earth, biosphere, the processes of life, animal behavior, the human mind and human social organization. The social impact of this work is reflected in articles about technology, medicine and the rational management of human affairs. Regular monthly departments include a news column and a book review section.

Member: BPA

Primary SRDS Classification No. 43

Spectrum

The Institute of Electrical & Electronics Engineers, Inc.
345 East 47th Street
New York, NY 10017
(212) 705-7760
Year founded: 1963
Published: Monthly

Publisher: Donald Christiansen, Editor
Advertising Director: William R. Saunders, Associate Publisher
Other key contacts: Carl Maier, Business Manager; Robert Moran, Marketing Manager

Editorial Description: Spectrum Magazine is edited for the scientific and engineering professional involved in the advancement and understanding of technology and its sociotechnical significance in government, business, industry and education. Features provide insight and pertinent educational information on present developments as well as future trends in the fields of engineering, physics, mathematics, chemistry, medicine/biology and the nuclear sciences.

Member: BPA, SMA

Primary SRDS Classification No. 43

THE MAGNET
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☐ ROAD & TRACK ☐ AMERICAN PHOTOGRAPHER ☐ SKIING
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Figures are FOLIO estimates for the calendar year 1984

Sports

Market Highlights

CIRCULATION:

CIRCS GROW DESPITE NEWSSTAND LOSSES

Newsstand losses are reported by 15 of the 21 books in this market, but only five report dips in overall circulation. Reason: 16 titles boost subscriptions. Overall, the market expands circulation by about 10%. *The Sporting News* and *Bicycling* retain the number one and two positions in total circ gains versus 1983. *Bicycling* also bucks newsstand erosion with a number one gain of 14.3%, and *TSN* posts the only double-digit gain in subscriptions.

AD PAGES:

BOAT BOOKS RIDE WAVE; *SI* TOPS 3,000 PAGES

Nearly half the titles up ad pages by more than 10%, and only two lose business versus year ago. Four of the top five page gainers serve the boat/sail market, with number one *Boating* riding the wave at +18.6%. Eight special interest books dominate the Top 10 gainers, but number nine *Sports Illustrated* carries more than 3,000 pages, far more than any other sports title.

REVENUE:

HEAVY BLACK INK VERSUS 1983

Whatever the jockeying for position in revenue gains, make no mistake, one book occupies the winner's circle in ad revenue ($230.8 million) and total revenue ($343.6 million). The money machine: *Sports Illustrated*. Closest book has ad revenues of $32.9 million and total revenues of $47.9 million. Overall market revenues are very strong versus 1983, with 14 titles posting double-digit gains in total revenue. *Boating* nearly sweeps first place in all four growth measurements, but defers to *SI* in the newsstand dollar growth race.

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Increasingly, from the people who specialize in active sports marketing: Rodale Press.

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Runner's World
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WHAT A WEEKEND!
PLUS
Bicycling
TAKE THE CHALLENGE
SUPERFIT
THE MAGAZINE FOR HIGH PERFORMANCE
Quick Energy
Why you need sugar
Power sports drinks
Your ideal diet
SMART MILES
SUPER FABRICS

SPORTS

Ad Pages

1	Sports Illustrated	3,035
2	Yachting	2,059
3	Motor Boating & Sailing	1,872
4	Cruising World	1,744
5	Sail	1,638
6	Boating	1,591
7	Muscle & Fitness	1,280
8	Golf Digest	1,087
9	Tennis	1,035
10	Skiing	986
11	Bicycling	973
12	Ski	888
13	Skin Diver	887
14	Golf Magazine	811
15	Runner's World	622
16	The Sporting News	560
17	World Tennis	532
18	Sport	522
19	Outside	520
20	Bassmaster Magazine	452
21	Inside Sports	295
	Total	**23,389**

% Chg. Ad Pages

	1984 vs. 1983	%
1	Boating	18.6
2	Ski	17.6
3	Motor Boating & Sailing	17.1
4	Sail	15.7
5	Yachting	14.4
6	Sport	14.2
7	Tennis	12.1
8	Skiing	11.7
9	Sports Illustrated	10.0
10	Golf Magazine	8.4
11	Bassmaster Magazine	8.1
12	Outside	8.1
13	Bicycling	5.7
14	Runner's World	4.9
15	Cruising World	3.4
16	Golf Digest	2.7
17	Skin Diver	1.2
18	Inside Sports	ne
19	Muscle & Fitness	ne
20	World Tennis	− 10.4
21	The Sporting News	− 13.4

Net Chg. Ad Pages

	1984 vs. 1983	
1	Sports Illustrated	277
2	Motor Boating & Sailing	273
3	Yachting	259
4	Boating	249
5	Sail	223
6	Ski	133
7	Tennis	111
8	Skiing	103
9	Sport	65
10	Golf Magazine	63
11	Cruising World	57
12	Bicycling	53
13	Outside	39
14	Bassmaster Magazine	34
15	Runner's World	29
16	Golf Digest	28
17	Skin Diver	11
18	Inside Sports	ne
19	Muscle & Fitness	ne
20	World Tennis	− 62
21	The Sporting News	− 86
	Total	**1,850**

Avg. Ad Pages/Copy

1	Yachting	172
2	Motor Boating & Sailing	156
3	Cruising World	145
4	Skiing	141
5	Sail	136
6	Boating	133
7	Ski	111
8	Bicycling	108
9	Muscle & Fitness	107
10	Golf Digest	91
11	Tennis	86
12	Skin Diver	74
13	Golf Magazine	68
14	Bassmaster Magazine	57
15	Sports Illustrated	56
16	Runner's World	48
17	Outside	47
18	World Tennis	44
19	Sport	43
20	Inside Sports	25
21	The Sporting News	11

▶

ne = not estimated

MAGAZINE PROFILES

Bassmaster Magazine

B.A.S.S. Publications
One Bell Road
Montgomery, AL 36141
(205) 272-9530
Year founded: 1967
Published: 8x per year

Publisher: Ray Scott
Advertising Director: Mike Harris
Other key contacts: Helen Sevier, Associate Publisher

Editorial Description: Bassmaster Magazine is edited for expert or beginner fresh water bass fishermen. Illustrated articles cover tactics and tackle for locating and catching largemouth, smallmouth, and spotted bass in man-made reservoirs, natural lakes or streams. Emphasis is on "how-to" with advice from professional anglers on the Bass Tournament Trail. Special issues feature coverage on bass boats, motors, accessories. Bass Masters Classic world finals, and an annual forecast of bass fishing "hot spots" with detailed where-to and how-to. Bass Club activities, conservation alerts, bass research, tournament reports, and a Tackle Report with expert's advice on new products are regular features.

Member: ABC, MPA

Primary SRDS Classification No. 19

Bicycling

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1979
Published: 9x per year

Publisher: James C. McCullagh
Advertising Director: David McCafee

Editorial Description: Bicycling features bicycle adventures, bike racing, family bicycle trips, vacations, surveys of technical problems, equipment review, health articles, bicycle commuting, bikeway news, history. Articles encourage the reader to ride a bicycle, or to take a particular trip, or to adapt to a new method of bicycle travel.

Member: ABC

Primary SRDS Classification No. 45

Boating

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-3985
Year founded: 1956
Published: Monthly

Publisher: J. Samuel Huey
Advertising Director: Robert E. Berg

Editorial Description: Boating is edited for the informed powerboat enthusiast, saltwater or freshwater, who owns a boat or is about to buy one. It features information on power boats, marine engines, outboard motors, marine electronics, accessories, seamanship, boat-buying, financing and maintenance. Other feature topics include sportfishing, long range and sport cruising, and powerboat racing. Each issue features a Boat Test, an analysis of current model powerboats, electronics and engine information, and a section on new gear. Boating provides comprehensive periodic guides to products for boatmen, offers commentary on various marine problems, features articles on inland and coastal cruising areas and the waterfront lifestyle.

Member: ABC

Primary SRDS Classification No. 6

Cruising World

Cruising World Publications, Inc.
524 Thames Street
Newport, RI 02840
(401) 847-1588
Year founded: 1974
Published: Monthly

Publisher: Murray L. Davis
Advertising Director: William Roche
Other key contacts: Donald Thompson, Director of Sales; Margo Waite, General Manager; Ted Ritter, Advertising/Marketing Manager

Editorial Description: Cruising World is edited for those who enjoy cruising under sail and for those interested in acquiring new skills enabling them to navigate and sail safely in coastal waters, on lakes and across oceans. About half the articles involve information and "how to" aimed at helping an owner maintain and enjoy his sailboat. The other half reflects reader experiences, sailing with family, friends, and sometimes alone. Seamanship, safety, and our relationship with the environment are regular subjects.

Member: ABC
Primary SRDS Classification No. 6

Golf Digest

Golf Digest/Tennis, Inc.
495 Westport Avenue
P.O. Box 5350
Norwalk, CT 06856
(203) 847-5811
Year founded: 1950
Published: Monthly

Publisher: Jay FitzGerald
Advertising Director: Win Stevens
Other key contacts: Craig Russell, New York Sales Manager; Bill Congdon, Marketing Manager

Editorial Description: Golf Digest is edited for golfers, from beginners to low handicap players. Each issue contains a number of instruction articles authored by teaching and playing professionals, covering various things from fundamentals to fine points of the game. Other articles deal with the personalities and accomplishments of tournament players and other golf figures; previews and results of tournaments; money standings; club administration and activities; equipment and lore of the game. Regular departments deal with: places to play; spectacular holes; golf fashions; junior golf; senior golf; golf books; and ▶

Figures are Folio estimates for the calendar year 1984.

SPORTS

Continued

Ad Revenue

		$000
1	Sports Illustrated	230,766
2	Golf Digest	32,923
3	Golf Magazine	16,525
4	Tennis	14,974
5	Ski	12,190
6	Skiing	11,801
7	Boating	11,161
8	Sport	10,536
9	Sail	10,308
10	Yachting	9,527
11	The Sporting News	7,619
12	Motor Boating & Sailing	7,174
13	World Tennis	6,622
14	Runner's World	6,404
15	Bicycling	6,065
16	Skin Diver	5,917
17	Bassmaster Magazine	4,650
18	Cruising World	4,500
19	Outside	3,712
20	Muscle & Fitness	2,100
21	Inside Sports	1,094
	Total	**416,568**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Boating	30.4
2	Bicycling	26.2
3	Sports Illustrated	26.1
4	Tennis	25.6
5	Cruising World	25.5
6	Runner's World	25.0
7	Sail	23.3
8	Sport	22.3
9	Yachting	20.5
10	Golf Magazine	19.7
11	Ski	16.2
12	Golf Digest	16.1
13	Motor Boating & Sailing	13.9
14	Bassmaster Magazine	13.2
15	Skin Diver	9.7
16	Outside	7.7
17	Skiing	7.4
18	The Sporting News	3.6
19	Inside Sports	ne
20	Muscle & Fitness	ne
21	World Tennis	− 0.3

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Sports Illustrated	47,761
2	Golf Digest	4,555
3	Tennis	3,056
4	Golf Magazine	2,715
5	Boating	2,602
6	Sail	1,947
7	Sport	1,919
8	Ski	1,696
9	Yachting	1,621
10	Runner's World	1,279
11	Bicycling	1,260
12	Cruising World	915
13	Motor Boating & Sailing	874
14	Skiing	813
15	Bassmaster Magazine	541
16	Skin Diver	525
17	Outside	264
18	The Sporting News	267
19	Inside Sports	ne
20	Muscle & Fitness	ne
21	World Tennis	− 20
	Total	**74,590**

Avg. Edit. Pgs./Copy

1	Muscle & Fitness	117
2	Ski	93
3	Cruising World	92
4	Bicycling	86
5	Golf Digest	84
6	Sail	84
7	Skiing	82
8	Runner's World	80
9	Yachting	80
10	Inside Sports	70
11	Motor Boating & Sailing	70
12	Tennis	70
13	Boating	68
14	Golf Magazine	66
15	Bassmaster Magazine	64
16	Outside	64
17	Sports Illustrated	64
18	Skin Diver	60
19	World Tennis	58
20	Sport	48
21	The Sporting News	46

Average Circulation

1	Sports Illustrated	2,568,678
2	Golf Digest	1,211,794
3	Sport	928,705
4	Golf Magazine	786,438
5	The Sporting News	664,912
6	Tennis	504,638
7	Skiing	432,898
8	Ski	421,607
9	Muscle & Fitness	420,071
10	Bassmaster Magazine	405,855
11	World Tennis	385,955
12	Runner's World	346,658
13	Inside Sports	287,487
14	Bicycling	251,499
15	Outside	220,630
16	Skin Diver	201,237
17	Boating	191,499
18	Sail	171,600
19	Yachting	144,957
20	Motor Boating & Sailing	141,742
21	Cruising World	115,390
	Total	**10,904,250**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	The Sporting News	13.5
2	Bicycling	8.5
3	Sports Illustrated	7.8
4	Golf Digest	5.0
5	Golf Magazine	4.0
6	Boating	2.9
7	Outside	2.6
8	Cruising World	2.2
9	Skin Diver	2.2
10	Bassmaster Magazine	2.1
11	Skiing	1.1
12	Tennis	0.5
13	Ski	0.1
14	Inside Sports	ne
15	Muscle & Fitness	ne
16	World Tennis	0.0
17	Motor Boating & Sailing	− 0.2
18	Sport	− 0.7
19	Sail	− 1.8
20	Yachting	− 4.0
21	Runner's World	− 9.2

Net Chg. Avg. Circ.

1984 vs. 1983

1	Sports Illustrated	192,531
2	The Sporting News	78,873
3	Golf Digest	58,179
4	Golf Magazine	29,938
5	Bicycling	19,738
6	Bassmaster Magazine	8,488
7	Outside	5,558
8	Boating	5,428
9	Skiing	4,724
10	Skin Diver	4,331
11	Tennis	2,638
12	Cruising World	2,439
13	Ski	575
14	World Tennis	171
15	Inside Sports	ne
16	Muscle & Fitness	ne
17	Motor Boating & Sailing	− 352
18	Sail	− 3,188
19	Yachting	− 6,037
20	Sport	− 6,752
21	Runner's World	− 35,160
	Total	**362,122**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Yachting	252
2	Cruising World	238
3	Motor Boating & Sailing	226
4	Muscle & Fitness	223
5	Skiing	223
6	Sail	220
7	Ski	204
8	Boating	200
9	Bicycling	194
10	Golf Digest	174
11	Tennis	156
12	Skin Diver	134
13	Golf Magazine	133
14	Runner's World	127
15	Bassmaster Magazine	120
16	Sports Illustrated	120
17	Outside	111
18	World Tennis	103
19	Inside Sports	95
20	Sport	92
21	The Sporting News	57

ne = not estimated

MAGAZINE PROFILES

golf on television.

Member: ABC, MPA

Primary SRDS Classification No. 45

Golf Magazine

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1959
Published: Monthly

Publisher: Arnold Thiesfeldt
Advertising Director: A. Potter Crolius
Other key contacts: Ronald D. Riemer, Advertising Director, Golf Equipment

Editorial Description: Golf Magazine is edited for the serious golfer, expert and beginner alike. Approximately 33% of the total is devoted to instruction, with staff written material as well as contributions from the game's most skilled players. Regular monthly departments include "What's inside" by George Peper, "Head-to-Head," "Ask The Pros," "Hotline," "Champs Clinic" and "Pro Pointers" by teaching professionals. In addition, articles on golf resorts, travel opportunities, fairway fashions, profiles of the game's leading personalities, previews of major tournaments, book reviews, humor, commentary make up the balance.

Member: ABC

Primary SRDS Classification No. 45

INSIDE SPORTS

Inside Sports, Inc.
1020 Church Street
Evanston, IL 60201
(312) 491-6440

Year founded: 1980
Published: Monthly

Publisher: Norman Jacobs
Advertising Director: Jerry L. Croft

Editorial Description: INSIDE SPORTS goes in-depth and behind the scenes to explore the world of sports, athletes and sports personalities. Special emphasis is placed on the major sports—baseball, football, basketball, hockey, boxing, tennis and golf—and on key events, from Wimbledon to the Kentucky Derby to the Indy 500. I.S. offers a mix of serious and humorous profiles of athletes, teams and sports executives . . . investigative reports . . . plus previews and reviews of big events and league races. Regular columns cover gambling, style, food, sports medicine, money and the media . . . and page of "creative statistics" to help fans to better judge the seasonal performances of players and teams alike.

Member: ABC
Primary SRDS Classification No. 45

Figures are Folio estimates for the calendar year 1984.

SPORTS

Continued

Total Revenue

ad rev. + circ. rev.		$000
1	Sports Illustrated	343,619
2	Golf Digest	47,935
3	The Sporting News	32,605
4	Golf Magazine	25,650
5	Sport	22,115
6	Tennis	19,731
7	Muscle & Fitness	17,732
8	Ski	15,820
9	Skiing	15,519
10	Boating	14,865
11	Runner's World	14,697
12	Sail	14,511
13	Yachting	12,733
14	World Tennis	10,216
15	Bicycling	9,823
16	Motor Boating & Sailing	9,340
17	Bassmaster Magazine	8,792
18	Skin Diver	7,885
19	Cruising World	7,017
20	Outside	6,999
21	Inside Sports	6,574
	Total	**664,178**

% Chg. Total Revenue

1984 vs. 1983		%
1	Boating	27.0
2	Sports Illustrated	22.8
3	Bicycling	19.5
4	Tennis	17.9
5	Yachting	16.1
6	Sail	15.8
7	Cruising World	15.5
8	Runner's World	15.5
9	Golf Digest	14.6
10	Golf Magazine	13.5
11	Motor Boating & Sailing	13.3
12	Ski	12.8
13	The Sporting News	10.7
14	Sport	10.6
15	Outside	8.2
16	Skin Diver	7.7
17	Bassmaster Magazine	7.2
18	Skiing	5.9
19	Inside Sports	ne
20	Muscle & Fitness	ne
21	World Tennis	−0.2

Subscription Revenue

		$000
1	Sports Illustrated	100,940
2	The Sporting News	19,740
3	Golf Digest	12,823
4	Sport	7,996
5	Golf Magazine	7,260
6	Runner's World	4,316
7	Bassmaster Magazine	3,920
8	Tennis	3,808
9	World Tennis	3,013
10	Skiing	2,635
11	Ski	2,548
12	Sail	2,423
13	Inside Sports	2,216
14	Boating	2,179
15	Bicycling	2,156
16	Outside	1,959
17	Yachting	1,823
18	Muscle & Fitness	1,528
19	Cruising World	1,474
20	Motor Boating & Sailing	1,302
21	Skin Diver	1,264
	Total	**187,323**

% Chg. Sub. Revenue

1984 vs. 1983		%
1	Boating	22.5
2	Motor Boating & Sailing	22.5
3	The Sporting News	17.9
4	Sports Illustrated	15.7
5	Golf Digest	12.3
6	Outside	8.1
7	Runner's World	7.6
8	Bicycling	6.8
9	Cruising World	4.4
10	Sport	4.3
11	Bassmaster Magazine	3.9
12	Yachting	3.5
13	Golf Magazine	3.1
14	Skiing	2.3
15	Skin Diver	1.8
16	Ski	1.7
17	World Tennis	0.8
18	Inside Sports	ne
19	Muscle & Fitness	ne
20	Tennis	−0.2
21	Sail	−0.4

▶

ne = not estimated

MAGAZINE PROFILES

Motor Boating & Sailing

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-5700
Year founded: 1907
Published: Monthly

Publisher: Robert J. O'Connor
Advertising Director: David B. Fales

Editorial Description: Motor Boating & Sailing is edited for owners of larger powerboats and sailboats. The magazine's editorial content is aimed at helping readers get more enjoyment out of boats and boating by providing information about the sport as well as entertainment, practical and lifestyle instruction. News of people, places, products, events, and technological developments and trends are reported regularly. Articles deal with cruising aboard both power and sailboats. Sailing, sportfishing, water sports, safety, maintenance, and marine technology. Regular departments deal with sportfishing, seamanship, electronics, engines, boat maintenance, cooking and entertaining aboard.

Member: ABC

Primary SRDS Classification No. 6

Muscle & Fitness

I. Brute Enterprises, Inc.
21100 Erwin Street
Woodland Hills, CA 91367
(818) 884-6800
Year founded: 1937
Published: Monthly

Publisher: Joe Weider
Advertising Director: Gregg Loria

Other key contacts: Warren Wanderer, National Advertising Director; Tim Hamill, Midwestern Advertising Manager

▶

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Every day!

The USA TODAY Sports Section is #1 with Sports fans! They know that every important stat, vital score and upcoming schedule will be on its fact-filled pages every day. If you have a sporting proposition to make, the best place is in the USA TODAY Sports Section every day!

The Advertising Might of USA TODAY

THE NATION'S NEWSPAPER
USA TODAY
VIA SATELLITE

It works every day!

SPORTS

Continued

Avg. Subscrip. Circ.

1	Sports Illustrated	2,558,371
2	Golf Digest	1,117,283
3	Sport	779,427
4	Golf Magazine	703,752
5	The Sporting News	607,272
6	Tennis	460,187
7	Bassmaster Magazine	391,952
8	World Tennis	358,280
9	Ski	344,361
10	Skiing	340,307
11	Runner's World	232,095
12	Skin Diver	171,893
13	Bicycling	166,754
14	Outside	158,704
15	Inside Sports	151,495
16	Boating	143,582
17	Sail	112,253
18	Motor Boating & Sailing	108,560
19	Yachting	96,870
20	Cruising World	82,728
21	Muscle & Fitness	52,776
	Total	**9,138,902**

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	The Sporting News	17.4
2	Outside	8.6
3	Sports Illustrated	7.7
4	Boating	6.0
5	Golf Digest	6.0
6	Bicycling	5.8
7	Golf Magazine	4.6
8	Cruising World	4.4
9	Bassmaster Magazine	3.9
10	Skin Diver	2.3
11	Ski	2.1
12	Skiing	1.7
13	Tennis	1.4
14	Sport	1.3
15	World Tennis	0.4
16	Motor Boating & Sailing	0.3
17	Inside Sports	ne
18	Muscle & Fitness	ne
19	Yachting	−1.0
20	Sail	−3.9
21	Runner's World	−7.8

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	Sports Illustrated	183,017
2	The Sporting News	89,918
3	Golf Digest	62,836
4	Golf Magazine	31,177
5	Bassmaster Magazine	14,638
6	Outside	12,564
7	Sport	10,371
8	Bicycling	9,128
9	Boating	8,072
10	Ski	7,073
11	Tennis	6,146
12	Skiing	5,664
13	Skin Diver	3,794
14	Cruising World	3,478
15	World Tennis	1,562
16	Motor Boating & Sailing	294
17	Inside Sports	ne
18	Muscle & Fitness	ne
19	Yachting	−1,026
20	Sail	−4,506
21	Runner's World	−19,706
	Total	**424,494**

Newsstand Revenue

		$000
1	Muscle & Fitness	14,104
2	Sports Illustrated	11,913
3	The Sporting News	5,245
4	Runner's World	3,976
5	Sport	3,583
6	Inside Sports	3,264
7	Golf Digest	2,189
8	Golf Magazine	1,865
9	Sail	1,780
10	Bicycling	1,602
11	Boating	1,524
12	Yachting	1,383
13	Outside	1,328
14	Skiing	1,082
15	Ski	1,081
16	Cruising World	1,043
17	Tennis	949
18	Motor Boating & Sailing	864
19	Skin Diver	704
20	World Tennis	581
21	Bassmaster Magazine	222
	Total	**60,282**

Avg. Newsstand Circ.

1	Muscle & Fitness	367,295
2	Sport	149,278
3	Inside Sports	135,993
4	Runner's World	114,563
5	Sports Illustrated	110,307
6	Golf Digest	94,511
7	Skiing	92,591
8	Bicycling	84,745
9	Golf Magazine	82,687
10	Ski	77,246
11	Outside	61,926
12	Sail	59,347
13	The Sporting News	57,640
14	Yachting	48,087
15	Boating	47,917
16	Tennis	44,452
17	Motor Boating & Sailing	33,182
18	Cruising World	32,662
19	Skin Diver	29,344
20	World Tennis	27,675
21	Bassmaster Magazine	13,903
	Total	**1,765,351**

% Chg. Avg. News. Circ.

1984 vs. 1983		%
1	Bicycling	14.3
2	Sports Illustrated	9.4
3	Sail	2.3
4	Skin Diver	1.9
5	Inside Sports	ne
6	Muscle & Fitness	ne
7	Skiing	−1.0
8	Golf Magazine	−1.5
9	Motor Boating & Sailing	−1.9
10	Cruising World	−3.1
11	Golf Digest	−4.7
12	World Tennis	−4.8
13	Boating	−5.2
14	Tennis	−7.3
15	Ski	−7.8
16	Yachting	−9.4
17	Outside	−10.2
18	Sport	−10.3
19	Runner's World	−11.9
20	The Sporting News	−16.1
21	Bassmaster Magazine	−30.7

Net Chg. Avg. News. Circ.

1984 vs. 1983		
1	Bicycling	10,610
2	Sports Illustrated	9,514
3	Sail	1,318
4	Skin Diver	536
5	Inside Sports	ne
6	Muscle & Fitness	ne
7	Motor Boating & Sailing	−646
8	Skiing	−940
9	Cruising World	−1,040
10	Golf Magazine	−1,240
11	World Tennis	−1,391
12	Boating	−2,644
13	Tennis	−3,509
14	Golf Digest	−4,657
15	Yachting	−5,011
16	Bassmaster Magazine	−6,152
17	Ski	−6,499
18	Outside	−7,006
19	The Sporting News	−11,045
20	Runner's World	−15,454
21	Sport	−17,123
	Total	**−62,379**

% Chg. News. Revenue

1984 vs. 1983		%
1	Sports Illustrated	25.3
2	Bicycling	14.3
3	Boating	11.6
4	Runner's World	10.9
5	Outside	9.8
6	Golf Digest	7.6
7	Golf Magazine	6.5
8	Yachting	6.3
9	Ski	5.4
10	Sail	2.3
11	Skin Diver	1.9
12	Inside Sports	ne
13	Muscle & Fitness	ne
14	Skiing	−1.0
15	Motor Boating & Sailing	−1.9
16	The Sporting News	−2.1
17	Cruising World	−3.1
18	Sport	−3.2
19	World Tennis	−4.7
20	Tennis	−5.7
21	Bassmaster Magazine	−30.7

ne = not estimated

MAGAZINE PROFILES

Editorial Description: Muscle & Fitness presents the nation's new consciousness of physical fitness to the serious exercise and athletic training enthusiast. Readers are both men and women—active partcipants in sports and exercise programs, from weight training and bodybuilding to mertial arts and gymnastics. Contains editorial on such subjects as scientific data, especially technical information on sports medicine, space-age nutrition and physiology.

Member: ABC

Primary SRDS Classification No. 45

Outside

Mariah Publications Corporation
1165 North Clark Street
Chicago, IL 60610
(312) 951-0990

Year founded: 1976

Published: 11x per year

Publisher: Lawrence J. Burke

Other key contacts: Anne Clemmer, Associate Publisher; Jack Klobucar, Director of Marketing Communications

Editorial Description: Outside Magazine is edited for the active adult. It is a contemporary lifestyle magazine that features sports, fitness, photography, adventure travel, and portraits of men and women adventurers and sport daredevils. Also regularly reviewed: wildlife, outdoor clothing and product news, destinations/travel options, and environmental and political issues.

Member: ABC

Primary SRDS Classification No. 8B

Runner's World

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171

Year founded: 1966

Published: Monthly

Publisher: Michael Perlis

Advertising Director: Marcia Godelesky

Editorial Description: Runner's World is edited for the mature runner, from those just beginning to discover the joys and benefits of running to veteran runners and marathoners. Features deal with training, medical research, nutrition, personalities, races, adventure runs, and other subjects directly or indirectly related to the runner's enjoyment of the sport. Columns cover feet and shoes, medical advice, training and racing, late-breaking news in the sport, running for beginners, women and over-40 runners.

Member: ABC

Primary SRDS Classification No. 45

(Continued on page 251)

Figures are FOLIO estimates for the calendar year 1984.

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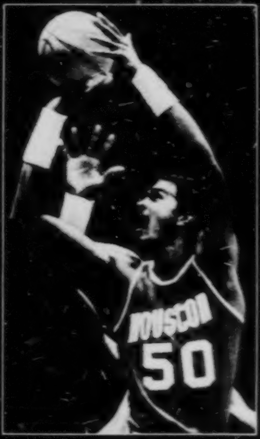

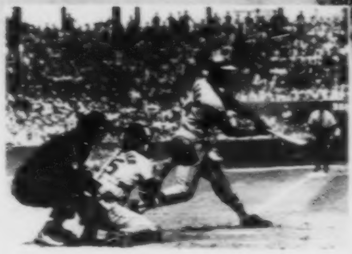

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There's simply nothing else like it.

A Times Mirror Company Publication

Sunday Magazines

Market Highlights

CIRCULATION:

ALL FOUR BOOKS SCORE GAINS

This category falls under the heading Different Kettle of Fish, even *within* the category. For example, *The New York Times Magazine*'s circulation depends directly on sales of the Sunday *Times*. *Parade* and *Family Weekly* (prior to the Gannett launch of *USA Weekend*) run in different newspapers across the nation. So the sub and newsstand measurements don't really apply to any of these three magazines.

There's also the matter of size. *NYTM* posts a circulation gain of 3%, the best performance among the three Sunday magazines. But . . .

Consider the mega-circulation of *Parade*, 23,691,199, and its gain of 2.3%. That gain alone represents a figure one-third the total circulation of *NYTM*. And *Family Weekly*, a circulation giant in its own right at 12,850,888, lifts its circulation 1.4%. *Los Angeles Times Home Magazine*, FOLIO:400 newcomer, adds an additional 1,331,666 in circulation to the market's total of 39,417,075.

AD PAGES:

NYTM BIGGEST OF THEM ALL

Circulation aside, *The New York Times Magazine* qualifies for giant status when it comes to advertising. It tops the market with its total of 4,736 ad pages. In addition, *NYTM* leads the two mega-mags in ad page gains, up 11.7%. Next in total ad pages is *L.A. Times Home Magazine* with 1,435.

REVENUE:

PARADE TOPS TOTAL REVENUE

Parade's ad revenues top those of page-leader *NYTM*. However, *NYTM*'s 21.8% gain in ad dollars puts it clearly in the number one position. (Note: Since sub and newsstand revenue measurements do not apply to this category, ad revenue and total revenue are one and the same.)

SUNDAY MAGAZINES

Ad Pages

1	New York Times Magazine	4,736
2	L.A. Times Home Magazine	1,435
3	Family Weekly	693
4	Parade	640
	Total	**7,504**

% Chg. Ad Pages

	1984 vs. 1983	%
1	New York Times Magazine	11.7
2	L.A. Times Home Magazine	ne
3	Family Weekly	−11.2
4	Parade	−14.0

Net Chg. Ad Pages

	1984 vs. 1983	
1	New York Times Magazine	496
2	L.A. Times Home Magazine	ne
3	Family Weekly	−87
4	Parade	−104
	Total	**305**

Avg. Ad Pages/Copy

1	New York Times Magazine	91
2	L.A. Times Home Magazine	27
3	Family Weekly	13
4	Parade	12

Ad Revenue

		$000
1	Parade	157,346
2	New York Times Magazine	111,036
3	Family Weekly	87,075
4	L.A. Times Home Magazine	20,387
	Total	**375,844**

% Chg. Ad Revenue

	1984 vs. 1983	%
1	New York Times Magazine	21.8
2	L.A. Times Home Magazine	ne
3	Parade	−8.6
4	Family Weekly	−10.4

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	New York Times Magazine	19,855
2	L.A. Times Home Magazine	ne
3	Family Weekly	−10,160
4	Parade	−14,869
	Total	**44,884**

Avg. Edit. Pgs./Copy

1	New York Times Magazine	46
2	L.A. Times Home Magazine	22
3	Parade	11
4	Family Weekly	7

Average Circulation

1	Parade	23,691,199
2	Family Weekly	12,850,888
3	New York Times Magazine	1,543,322
4	L.A. Times Home Magazine	1,331,666
	Total	**39,417,075**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	New York Times Magazine	3.0
2	Parade	2.3
3	Family Weekly	1.4
4	L.A. Times Home Magazine	ne

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Parade	522,410
2	Family Weekly	174,967
3	New York Times Magazine	44,449
4	L.A. Times Home Magazine	ne
	Total	**741,826**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	New York Times Magazine	137
2	L.A. Times Home Magazine	49
3	Parade	23
4	Family Weekly	20

Total Revenue

	ad rev. + circ. rev.	$000
1	Parade	157,346
2	New York Times Magazine	111,036
3	Family Weekly	87,075
4	L.A. Times Home Magazine	20,387
	Total	**375,844**

% Chg. Total Revenue

	1984 vs. 1983	%
1	New York Times Magazine	21.8
2	L.A. Times Home Magazine	ne
3	Parade	−8.6
4	Family Weekly	−10.4

ne = not estimated

MAGAZINE PROFILES

Family Weekly
(USA WEEKEND as of 9/8/85)

Gannett Company
1515 Broadway
New York, NY 10036
(212) 719-6900
Year founded: 1953
Published: Weekly

Publisher: Patrick M. Linskey, President
Advertising Director: Patricia Haegele

Editorial Description: Family Weekly's editorial material offers range and impact. Whether in newsbreaking stories such as the Castro-Vesco expose or exclusive interviews with well-known entertainers, sports figures and prominent politicians, its content echoes the nation's sense of complexity as well as its identity. Editorial diversity is apparent in essays and articles on heroic individuals, unforgettable deeds, new advances in health and science, political trends, marital relationships and upbeat celebrity profiles. The magazine offers regularly appearing service articles on food, health, parenting, careers, money management and insurance. Its roster of monthly columnists includes Harriet Van Horne on manners, Don Sharp on car care, Gordon Williams on technology, and veterinarian Dr. Lewis Berman on pet care. Periodically, there are special reports on family health, home improvement, sports, and food.

Member: ABC, ANPA, INPA

Primary SRDS Classification No. 38

Los Angeles Times Home Magazine
(Los Angeles Times Magazine as of 10/85)

Los Angeles Times
Times Mirror Square
Los Angeles, CA 90053
(213) 972-3000
Year founded: 1941
Published: Weekly
Publisher: Thomas W. Johnson
Advertising Manager: Peter Delano

Editorial Description: Los Angeles Times Home Magazine is edited for Southern California living . . . with regular features on architecture, interior design and decorating, landscape and gardening, food and entertaining, indoor-outdoor living, women's fashion, local events and happenings in the arts. Each issue has a teen-age column.
Member: ABC
Primary SRDS Classification No. 38

The New York Times Magazine

The New York Times
229 West 43rd Street
New York, NY 10036
(212) 556-1203
Year founded: 1851
Published: Weekly

Publisher: Arthur Ochs Sulzberger
Advertising Director: Lance Primis, Senior Vice President
Other key contacts: Philip Duval, Marketing Director

Editorial Description: The New York Times Magazine editorial is devoted to helping its readers understand a changing world. It contains articles and photographs on a wide range of subjects: foreign affairs, politics, medicine, the arts, science, religion and business. There are features on Fashion, Design, Food, Beauty, Health, Collecting and the New York Times Magazine Puzzles.
Member: ABC
Primary SRDS Classification No. 22

Parade

Parade Publications, Inc.
750 Third Avenue
New York, NY 10017
(212) 573-7000
Year founded: 1941
Published: Weekly
Publisher: Carlo Vittorini
Advertising Director: Anne Holton
Other key contacts: Jay Burzon, Senior Vice President; Milton Lieberman, Senior Vice President, Marketing
Editorial Description: Parade magazine's editorial places an emphasis on special articles by authors and journalists addressing subjects of national interest. The editorial format includes Personality Parade, a question and answer feature about famous people, Intelligence Report, Significa, and Laugh Parade. Parade also offers themed editorial sections including food sections by Julia Child, health sections by Earl Ubell and science sections by Carl Sagan.
Member: ABC
Primary SRDS Classification No. 22

Figures are FOLIO estimates for the calendar year 1984.

Travel

Market Highlights

CIRCULATION:

CIRCS UP: MOST BOOKS RIDE THE WAVE

More people travel, or dream of it, in '84. With growth an average 8% vs. '83, and the addition of *National Geographic Traveler*, this five-book market pushes total average circ to 3,813,180. The travel bug seems to strike at home: Three books have no newsstand circ; in overall circ, the market is 99.6% subs. *Travel & Leisure* leads in actual circ with 949,311, but barely. FOLIO:400 newcomer *National Geographic Traveler* cuts *T&L*'s lead to 12,057 copies. Four of five books grow, led by smallest, *Endless Vacation*, whose sub-only circ climbs 21.2% versus '83.

AD PAGES:

NEW SOURCES ADD TO GOOD YEAR

With the help of *Endless Vacation*, which began taking ads in '84, and newcomer *NGT*, this market boosts its ad pages by 473 for a total of 2,692. *Travel & Leisure* contributes nearly half of the market's ad pages with its first place total of 1,304. Magazines average a gain of 7% over '83, and *T&L* ranks first in that measurement with a 16.9% increase.

REVENUE:

AD + SUB REVENUES MAKE TOTAL SOAR

Sub and ad page gains translate into big revenue gains. Ad revenue, accounting for 43% of total, tops $46 million. *Travel & Leisure* and *Signature* up ad revenue vs. '83 at a double-digit pace. *T&L*'s 25.9% ad hike is number one. Subs contribute $61 million to market, with three of four magazines gaining substantially. *Endless Vacation*'s 33.5% (vs. '83) leap in sub revenue jumps it to number one in total revenue growth (up 35.3%). A distant first in total revenue with $45.7 million, *Travel & Leisure* sees total dollars grow 20.7% vs. '83, placing *T&L* in that measurement's number two slot.

TRAVEL

Continued

Avg. Subscrip. Circ.

1	Travel & Leisure	939,456
2	National Geo. Traveler	937,254
3	Signature	787,697
4	Travel-Holiday	753,295
5	Endless Vacation	379,048
	Total	**3,796,750**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Endless Vacation	21.2
2	Signature	9.4
3	Travel & Leisure	2.4
4	National Geo. Traveler	ne
5	Travel-Holiday	– 0.6

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Signature	67,662
2	Endless Vacation	66,244
3	Travel & Leisure	21,883
4	National Geo. Traveler	ne
5	Travel-Holiday	– 4,549
	Total	**151,240**

Newsstand Revenue

		$000
1	Travel & Leisure	300
2	Travel-Holiday	118
3	Endless Vacation	0
4	National Geo. Traveler	0
5	Signature	0
	Total	**418**

Avg. Newsstand Circ.

1	Travel & Leisure	9,856
2	Travel-Holiday	6,575
3	Endless Vacation	0
4	National Geo. Traveler	0
5	Signature	0
	Total	**16,431**

% Chg. Avg. News. Circ.

	1984 vs. 1983	%
1	Travel-Holiday	5.7
2	Endless Vacation	n/a
3	National Geo. Traveler	n/a
4	Signature	n/a
5	Travel & Leisure	– 20.8

Net Chg. Avg. News. Circ.

	1984 vs. 1983	
1	Endless Vacation	n/a
2	National Geo. Traveler	n/a
3	Signature	n/a
4	Travel & Leisure	– 2,582
5	Travel-Holiday	– 6,223
	Total	**– 8,805**

% Chg. News. Revenue

	1984 vs. 1983	%
1	Travel-Holiday	5.7
2	Endless Vacation	n/a
3	National Geo. Traveler	n/a
4	Signature	n/a
5	Travel & Leisure	– 19.5

Ad Pages

1	Travel & Leisure	1,304
2	Signature	682
3	Travel-Holiday	446
4	National Geo. Traveler	212
5	Endless Vacation	48
	Total	**2,692**

% Chg. Ad Pages

	1984 vs. 1983	%
1	Travel & Leisure	16.9
2	Signature	2.1
3	Travel-Holiday	2.1
4	Endless Vacation	ne
5	National Geo. Traveler	ne

Net Chg. Ad Pages

	1984 vs. 1983	
1	Travel & Leisure	189
2	Endless Vacation	48
3	Signature	14
4	Travel-Holiday	9
5	National Geo. Traveler	ne
	Total	**260**

Avg. Ad Pages/Copy

1	Travel & Leisure	109
2	Signature	57
3	National Geo. Traveler	53
4	Travel-Holiday	37
5	Endless Vacation	8

Ad Revenue

		$000
1	Travel & Leisure	27,528
2	Signature	9,160
3	Travel-Holiday	5,598
4	National Geo. Traveler	3,603
5	Endless Vacation	209
	Total	**46,098**

% Chg. Ad Revenue

	1984 vs. 1983	%
1	Travel & Leisure	25.9
2	Signature	15.3
3	Travel-Holiday	6.4
4	Endless Vacation	ne
5	National Geo. Traveler	ne

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	Travel & Leisure	5,655
2	Signature	1,216
3	Travel-Holiday	336
4	Endless Vacation	209
5	National Geo. Traveler	ne
	Total	**7,416**

Avg. Edit. Pgs./Copy

1	National Geo. Traveler	160
2	Travel & Leisure	97
3	Travel-Holiday	62
4	Signature	58
5	Endless Vacation	56

▶

n/a = not applicable
ne = not estimated

**Frequent travelers!
Every day!**

More USA TODAY readers have taken 6+ round trips in the last 12 months than the readers of Travel & Leisure, The New Yorker, The New York Times Magazine or Sunset. And you can reach these well-traveled readers every day in USA TODAY!

**The
Advertising
Might
of
USA TODAY**

THE NATION'S NEWSPAPER
USA TODAY
VIA SATELLITE

**It works
every day!**

Source: SMRB 1984

TRAVEL

Average Circulation

1	Travel & Leisure	949,311
2	National Geo. Traveler	937,254
3	Signature	787,697
4	Travel-Holiday	759,870
5	Endless Vacation	379,048
	Total	**3,813,180**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	Endless Vacation	21.2
2	Signature	9.4
3	Travel & Leisure	2.1
4	National Geo. Traveler	ne
5	Travel-Holiday	−0.5

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Signature	67,662
2	Endless Vacation	66,244
3	Travel & Leisure	19,301
4	National Geo. Traveler	ne
5	Travel-Holiday	−4,197
	Total	**149,010**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	National Geo. Traveler	213
2	Travel & Leisure	206
3	Signature	114
4	Travel-Holiday	99
5	Endless Vacation	64

Total Revenue

	ad rev. + circ. rev.	$000
1	Travel & Leisure	45,678
2	Signature	18,584
3	Endless Vacation	15,390
4	National Geo. Traveler	15,319
5	Travel-Holiday	12,556
	Total	**107,527**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Endless Vacation	35.3
2	Travel & Leisure	20.7
3	Signature	20.4
4	Travel-Holiday	2.5
5	National Geo. Traveler	ne

Subscription Revenue

		$000
1	Travel & Leisure	17,850
2	Endless Vacation	15,180
3	National Geo. Traveler	11,716
4	Signature	9,424
5	Travel-Holiday	6,840
	Total	**61,010**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Endless Vacation	33.5
2	Signature	25.7
3	Travel & Leisure	14.4
4	National Geo. Traveler	ne
5	Travel-Holiday	−0.6

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Endless Vacation

Endless Vacation Publications, Inc.
9333 North Meridian Street
P.O. Box 80260
Indianapolis, IN 46260
(317) 848-0500
Year founded: 1975
Published: Bimonthly, and directory

Publisher: Robert Ancell
Advertising Director: Jules S. Schwab
Other key contacts: Christel DeHean, Executive Vice President

Editorial Description: Endless Vacation magazine is for families who are frequent vacation travelers. Editorial helps plan comfortable travel towards a variety of domestic and international vacation experiences. Articles emphasize travel adventures, vacation sports, unusual places to visit, travel tips, local shopping, dining out and cooking in and how to take advantage of the wide variety of vacation opportunities.

Member: ABC

Primary SRDS Classification No. 46

National Geographic Traveler

National Geographic Society
17th & M Streets., N.W.
Washington, D.C. 20036
(202) 857-7000
Year founded: 1984
Published: 4x per year

Executive Editor: Robert Breeden
Advertising Director: George Moffat
Other key contacts: William K. Hughes, National Advertising Manager

Editorial Description: National Geographic Traveler, a quarterly magazine published by the National Geographic Society presents in-depth articles of photographs and text on places primarily in the United States and Canada. About 20% of the stories feature destinations abroad—in Europe, the Caribbean, and parts of the Pacific. Regular departments include Bulletin (travel news), Traveling Easy (advice on travel topics), Bookshelf (for further reading), and Highlights, a regional calendar of events.

Member: ABC

Primary SRDS Classification No. 46

Signature

Citicorp Publishing
641 Lexington Avenue
New York, NY 10022
(212) 888-9450
Year founded: 1954
Published: Monthly

Publisher: Harry C. Egner
Advertising Director: Richard Borzumato
Other key contacts: Richard Lynch, Vice President Marketing

Editorial Description: Signature is edited as a guide to leisure time activities. The majority of the stories are travel-related and cover destinations worldwide. There are regional guides to dining and entertainment. The remainder of the editorial includes regular features on sport, lifestyle trends, best buys in quality goods, arts and culture and occasional profiles.

Member: ABC

Primary SRDS Classification No. 46

Travel & Leisure

American Express Publishing Corporation
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1970
Published: Monthly

Publisher: Thomas O. Ryder
Advertising Director: John Hillock, Vice President, Associate Publisher
Other key contacts: Louis Benincasa, Vice President Media Research & Sales Development; Dick Romanelli, General Sales Director

Editorial Description: Travel & Leisure Magazine contains articles and service information concerning travel, hotels, dining, wine & spirits, hobbies and entertainment. It is a lifestyle magazine devoted to pleasures and leisure time pursuits.

Member: ABC

Primary SRDS Classification No. 46

Travel-Holiday

Travel Magazine, Inc.
51 Atlantic Avenue
Floral Park, NY 11001
(516) 352-9700
Year founded: 1901
Published: Monthly

Publisher: Sheldon Shane
Advertising Director: Ruth Halpert

Editorial Description: Travel-Holiday is edited for the frequent pleasure traveler who visits foreign and domestic tourist destinations several times a year. Articles stress both peak and off peak, off-the-beaten-path destinations as well as the standard, more popular tourist areas. Articles include "how to" information and prices where appropriate. Regular monthly sections include The Travel Advisor with Late Travel News, Travel Fare and Digest with information on tours and special travel packages. Other regular features include food and beverage articles, recreation vehicles, photography and travel health columns, the Annual Travel Holiday Fine Dining Awards Guide, and special sections on particular areas.

Member: MPA

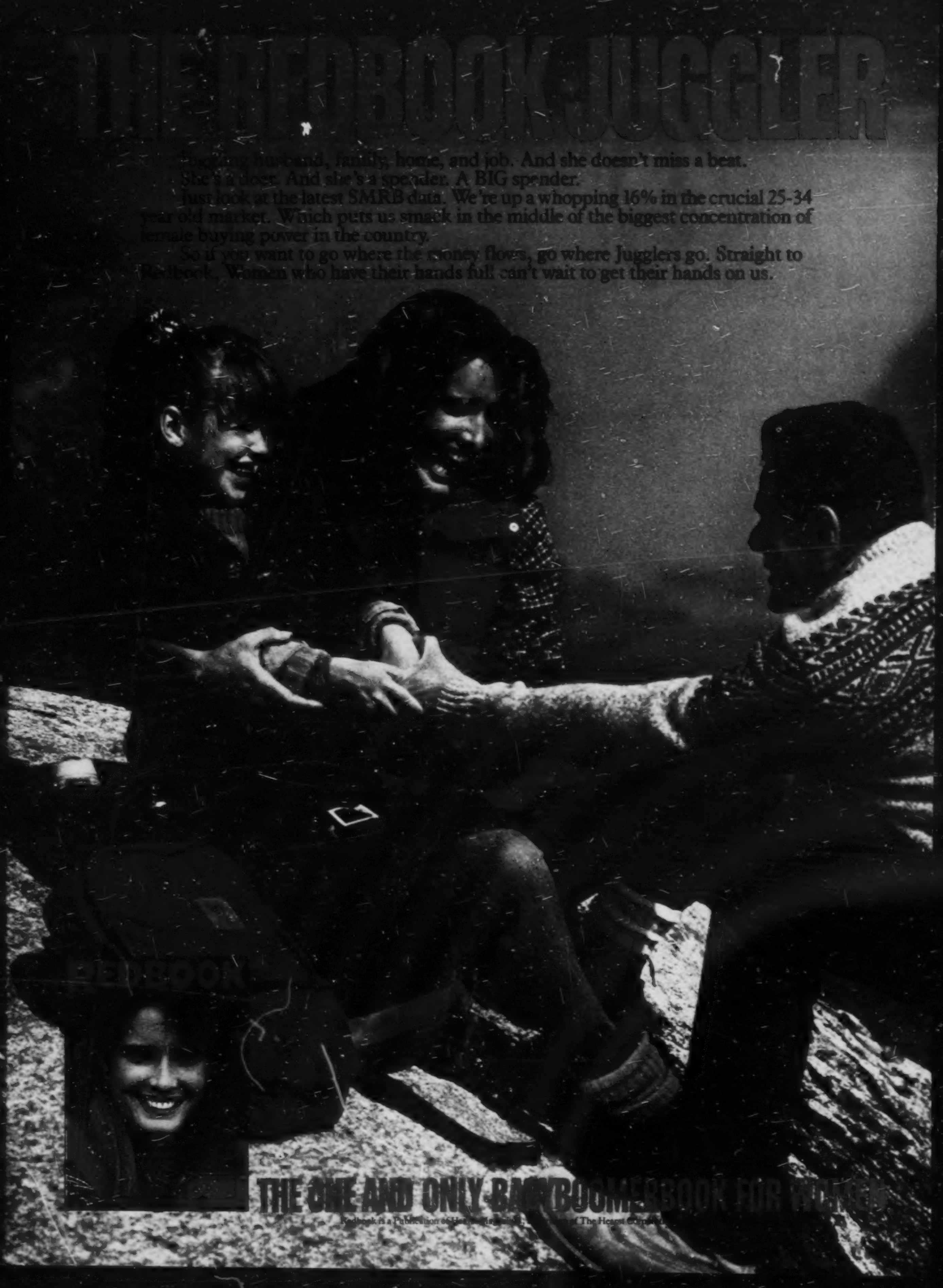
Primary SRDS Classification No. 46

National Geographic
Traveler
September 1984

[illegible]

"With the quality photography and sophisticated, authoritative journalism that are National Geographic hallmarks, we will give our readers the most *accurate, informative,* and *credible* travel publication possible."

JOAN TAPPER
EDITOR



THE REDBOOK JUGGLER

Juggling husband, family, home, and job. And she doesn't miss a beat.

She's a doer. And she's a spender. A BIG spender.

Just look at the latest SMRB data. We're up a whopping 16% in the crucial 25-34 year old market. Which puts us smack in the middle of the biggest concentration of female buying power in the country.

So if you want to go where the money flows, go where Jugglers go. Straight to Redbook. Women who have their hands full can't wait to get their hands on us.

THE ONE AND ONLY BABYBOOMERBOOK FOR WOMEN

Redbook is a Publication of [illegible] of The Hearst Corporation

Women-in-Business

Market Highlights

CIRCULATION:

NEW LINEUP PUSHES TOTAL CIRC OVER 11 MILLION

The defection of *Working Woman* and the debut of *Cosmopolitan* change many of this market's figures, including circulation. Despite *Cosmopolitan*'s slight dip in circulation versus 1983, the addition of its number two circulation puts the market's total circ over the 10 million mark. However, *Redbook* still tops the list with a circulation of nearly four million. Mothers who work boost *Working Mother*'s circulation 15%, placing it a distant number one in circ gains. *Cosmopolitan* pushes up its comparatively small subscription base 23.6% to lead in sub gains. *Savvy* performs a dramatic turnaround at the newsstand posting a number one gain of 21% in single-copy sales.

AD PAGES:

COSMO BIGGEST; *MS.* IN DRAMATIC TURNAROUND

Cosmopolitan steps into this market at the top of the total ad-page list; *Glamour* comes in a close second. *Ms.* gets its ad message across, moving from number six in ad page growth in 1983 to number two in '84 with a 14.8% increase. Newcomer to market, *Self* leads all with a 24.7% ad page growth versus '83. All titles up pages vs. year ago.

REVENUE:

BUSINESS IS GOOD

Women-in-Business books all improve business substantially. Six titles lift total revenue at a double-digit pace, led by *Working Mother*, with a 31.2% rise, followed by *Self*, with a 22.2% gain. *WM* also leads in sub revenue gains, up 40.9%. *Ms.* edges out *Savvy* for top newsstand revenue growth. Ad revenue increases are strong in this market with six books posting double-digit increases.

MORE NEWSSTAND GROWTH IN 1984 THAN ANY OTHER PUBLICATION OF ITS KIND

GLAMOUR®

REACH FOR MORE WOMEN IN BUSINESS REACH FOR

GLAMOUR®

A Condé Nast Package Magazine. Copyright 1985 by The Condé Nast Publications, Inc.

WOMEN-IN-BUSINESS

Ad Pages

1 Cosmopolitan	2,491
2 Glamour	2,165
3 Redbook	1,176
4 Self	1,157
5 Working Mother	872
6 Ms.	653
7 Savvy	542
Total	**9,056**

% Chg. Ad Pages

1984 vs. 1983	%
1 Self	24.7
2 Ms.	14.8
3 Working Mother	7.6
4 Redbook	7.1
5 Glamour	6.8
6 Savvy	5.5
7 Cosmopolitan	2.0

Net Chg. Ad Pages

1984 vs. 1983	
1 Self	229
2 Glamour	138
3 Ms.	84
4 Redbook	78
5 Working Mother	62
6 Cosmopolitan	48
7 Savvy	28
Total	**667**

Avg. Ad Pages/Copy

1 Cosmopolitan	208
2 Glamour	180
3 Redbook	98
4 Self	96
5 Working Mother	73
6 Ms.	54
7 Savvy	45

Ad Revenue

	$000
1 Cosmopolitan	95,144
2 Glamour	70,585
3 Redbook	53,095
4 Self	24,183
5 Working Mother	11,016
6 Ms.	6,332
7 Savvy	4,684
Total	**265,039**

% Chg. Ad Revenue

1984 vs. 1983	%
1 Self	40.7
2 Working Mother	30.2
3 Ms.	22.4
4 Glamour	20.4
5 Redbook	19.3
6 Cosmopolitan	17.3
7 Savvy	9.6

Net Chg. Ad Revenue

1984 vs. 1983	$000
1 Cosmopolitan	14,008
2 Glamour	11,949
3 Redbook	8,599
4 Self	6,993
5 Working Mother	2,552
6 Ms.	1,158
7 Savvy	411
Total	**45,670**

Avg. Edit. Pgs./Copy

1 Glamour	143
2 Cosmopolitan	136
3 Redbook	98
4 Self	97
5 Ms.	67
6 Working Mother	60
7 Savvy	57

Average Circulation

1 Redbook	3,974,470
2 Cosmopolitan	2,907,126
3 Glamour	2,273,431
4 Self	1,077,911
5 Working Mother	518,009
6 Ms.	469,649
7 Savvy	304,835
Total	**11,525,431**

% Chg. Avg. Circ.

1984 vs. 1983	%
1 Working Mother	15.0
2 Savvy	3.1
3 Glamour	2.2
4 Redbook	0.6
5 Self	– 0.9
6 Ms.	– 3.1
7 Cosmopolitan	– 3.5

Net Chg. Avg. Circ.

1984 vs. 1983	
1 Working Mother	67,625
2 Glamour	49,170
3 Redbook	23,443
4 Savvy	9,283
5 Self	– 10,217
6 Ms.	– 15,095
7 Cosmopolitan	– 104,064
Total	**20,145**

Avg. Total Pgs./Copy

ad pages + edit. pages	
1 Cosmopolitan	344
2 Glamour	324
3 Redbook	196
4 Self	193
5 Working Mother	132
6 Ms.	122
7 Savvy	102

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MAGAZINE PROFILES

Cosmopolitan

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-7417
Year founded: 1886
Published: Monthly

Publisher: D. Claeys Bahrenburg
Advertising Director: Seth Hoyt
Other key contacts: Reed Foster, Eastern Advertising Manager; Tom Buerger, Midwestern Advertising Manager; Tony Hoyt, Western Advertising Manager

Editorial Description: Cosmopolitan is edited for young women, single or married, and concerns self-improvement, careers, clothes, beauty, travel, entertainment and the arts with special emphasis on the world outside the home. Editorial emphasis is on helping young women realize the very most of themselves.

Member: ABC

Primary SRDS Classification No. 49

Glamour

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1939
Published: Monthly

Publisher: E. Louis Holtermann, Jr.
Other key contacts: Russell K. Schaehrer, National Sales Manager; Harold J. Cuddy, Director of Sales Programs; Kathy Neisloss, New York Sales Manager

Editorial Description: Glamour is edited for the personal interests of young women 18-35 with a "how-to" approach. Emphasis is placed on fashion, beauty, travel, lifestyle, decorating, entertaining, sewing, crafts, and consumer information. Monthly columns offer coverage which varies from success strategies for job and college, to car-buying, cooking, books and movies, sex and health, money management and legal matters. Glamour's "How To Do Anything Better Guide" is a monthly section covering a variety of facts, finds, and special information.

Member: ABC

Primary SRDS Classification No. 50

Ms.

Ms. Foundation for Education and Communication, Inc.
119 West 40th Street
New York, NY 10018
(212) 719-9800
Year founded: 1972
Published: Monthly

Publisher: Patricia Carbine
Advertising Director: Paula Fierman, National Advertising Director
Other key contacts: Ruth Bower, Associate Publisher/Director of Marketing, Karyn Rose, National Advertising Manager

Editorial Description: Ms. is a national news magazine written for women, about women, by women. It's unique in that it explores the real issues facing women today and brings you the news you need to make informed decisions about your life and the life of your family and friends. In Ms. you find fresh, funny, lively, highly charged and sometimes controversial information that can help you in so many ways.

Member: ABC
Primary SRDS Classification No. 49

Figures are FOLIO estimates for the calendar year 1984.

April 1985 SELF delivered a record 1,301,356 circulation. 780,080 single copy sales, the largest newsstand sale in SELF's short lifetime.*

SELF®

A CONDÉ NAST PUBLICATION

*Source. ABC statement submitted 7/29/85

*The leader in total audience growth and total women readers over the past 5 years.**

SELF®

A CONDÉ NAST PUBLICATION

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*Source, MRI Spring 1980–Spring 1985

WOMEN-IN-BUSINESS

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 Cosmopolitan	161,591
2 Glamour	110,349
3 Redbook	92,662
4 Self	42,936
5 Working Mother	17,380
6 Ms.	11,371
7 Savvy	8,015
Total	**444,304**

% Chg. Total Revenue

1984 vs. 1983	%
1 Working Mother	31.2
2 Self	22.2
3 Ms.	16.3
4 Glamour	13.6
5 Cosmopolitan	12.5
6 Redbook	10.2
7 Savvy	5.6

Subscription Revenue

	$000
1 Redbook	27,692
2 Glamour	8,600
3 Self	6,086
4 Working Mother	5,978
5 Cosmopolitan	4,859
6 Ms.	4,052
7 Savvy	2,943
Total	**60,210**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Working Mother	40.9
2 Cosmopolitan	25.4
3 Self	5.1
4 Ms.	5.0
5 Savvy	−1.8
6 Redbook	−2.3
7 Glamour	−3.5

Avg. Subscrip. Circ.

1 Redbook	3,314,733
2 Glamour	789,427
3 Self	531,004
4 Working Mother	501,539
5 Ms.	422,077
6 Savvy	288,664
7 Cosmopolitan	275,177
Total	**6,122,621**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 Cosmopolitan	23.6
2 Working Mother	17.4
3 Self	4.4
4 Savvy	2.3
5 Redbook	−0.4
6 Glamour	−2.9
7 Ms.	−4.8

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 Working Mother	74,358
2 Cosmopolitan	52,585
3 Self	22,282
4 Savvy	6,478
5 Redbook	−11,712
6 Ms.	−21,240
7 Glamour	−23,877
Total	**98,874**

Newsstand Revenue

	$000
1 Cosmopolitan	61,588
2 Glamour	31,164
3 Self	12,666
4 Redbook	11,875
5 Ms.	987
6 Savvy	388
7 Working Mother	385
Total	**119,053**

Avg. Newsstand Circ.

1 Cosmopolitan	2,631,949
2 Glamour	1,484,004
3 Redbook	659,737
4 Self	546,907
5 Ms.	47,572
6 Working Mother	16,470
7 Savvy	16,171
Total	**5,402,810**

% Chg. Avg. News. Circ.

1984 vs. 1983	%
1 Savvy	21.0
2 Ms.	14.8
3 Redbook	5.6
4 Glamour	5.2
5 Cosmopolitan	−5.6
6 Self	−5.6
7 Working Mother	−29.0

Net Chg. Avg. News. Circ.

1984 vs. 1983	
1 Glamour	73,046
2 Redbook	35,155
3 Ms.	6,145
4 Savvy	2,805
5 Working Mother	−6,733
6 Self	−32,499
7 Cosmopolitan	−156,649
Total	**−78,730**

% Chg. News. Revenue

1984 vs. 1983	%
1 Ms.	32.3
2 Savvy	20.9
3 Redbook	5.6
4 Cosmopolitan	5.2
5 Glamour	5.2
6 Self	4.1
7 Working Mother	−29.0

MAGAZINE PROFILES

Redbook

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-8258
Year founded: 1903
Published: Monthly

Publisher: Alan M. Waxenberg
Advertising Director: Richard J. Sarno

Editorial Description: Redbook is edited for young women today, who are juggling the demands and rewards of husband, child and jobs. Articles are geared towards helping her make "first-time" decisions in her complicated life ranging from personal relationships, home, money management, children and childcare to beauty, fashion, fiction, food and nutrition.

Member: ABC
Primary SRDS Classification No. 49

Savvy

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1980
Published: Monthly

Publisher: Talia Carner
Advertising Director: Talia Carner

Editorial Description: Savvy is a magazine of career development and personal business management for executive women. In a forum of reporting, research and investigatory surveys, Savvy explores the life of business: who and what builds a strong company, how effective teams are created, and what are the factors of personal success.

Member: ABC

Primary SRDS Classification No. 8

Self

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1979
Published: Monthly

Publisher: J. Kevin Madden
Advertising Director: William J. Abbott

Editorial Description: Self is edited for the active woman of the '80's, and concentrates editorially on information designed to assist a busy woman living in two worlds: business and home. Editorial features self-improvement in the areas of health & beauty, diet & nutrition, money management, emotional well-being and entertaining.

Member: ABC

Primary SRDS Classification No. 49

Working Mother

The McCall Publishing Co.
230 Park Avenue
New York, NY 10169
(212) 551-9390
Year founded: 1978
Published: Monthly

Publisher: Raymond Eyes
Advertising Director: Carol Evans
Other key contacts: Dorothy Cameron, Eastern Sales Manager; Peter D. Onorati, Director of Marketing & Research

Editorial Description: Working Mother is edited for today's young woman who balances the demands of family, career, and home. Articles and features aim to help our readers get ahead at work, while enjoying the rewards of family life. The editorial focus is on jobs and careers, child rearing, emotional support, finance, time management, fashion and beauty, food and nutrition, and the home. In 1984 two new regular features, Career Options and Work and Marriage, were added to existing favorites, The Healthy Child, Take Care of Yourself, Work World, Smart Money, Home Front, Just For You, Bulletin Board and The Guilt Department.

Member: ABC

Primary SRDS Classification No. 49

Figures are FOLIO estimates for the calendar year 1984.

Women's Fashion

Market Highlights

CIRCULATION:

GAINS ARE MOSTLY AT THE NEWSSTAND

All titles report newsstand growth; all but one lose subs. What's at work here? To begin with, the women who buy these magazines. They're busy, have less time to read, so they buy only those issues of a magazine they know they'll read. And they buy them at the newsstand. *W* led newsstand gainers, increasing its small (22,867) newsstand circulation 11.2%. Biggest book at newsstand, *Glamour*, reported the third largest single-copy gain, 5.2%, while *Vogue* rises to number two in newsstand gains (up 8.3%), and number one in total average circulation gains (up 4.5%).

AD PAGES:

PAGE INCREASES ALSO IN FASHION

Fashion marketers give strong support to all five titles. *Harper's Bazaar, W*, and *Vogue* (the top three last year) score double-digit increases versus 1983 with *HB* in the lead at 17.3%. Overall, the market posts stronger ad page gains than it did last year. *Vogue* maintains its number one position in total ad pages with 3,466.

REVENUE:

ADVERTISING REVENUE SPURS INCREASE

Two books increase ad revenues more than 30%, and three more top the 20% mark. Total revenue gains, although less dramatic, go double-digit all the way. *Harper's Bazaar* leads sub revenue growth, up 12.8% versus '83. *W* leads ad revenue gains (31.1%) and took number two in a newsstand revenue growth horse race with 11.2% growth versus *Mademoiselle*'s 11.8%. *Glamour* raked in the most total money, however: $110.3 million.

WOMEN'S FASHION

Ad Pages

1 Vogue	3,466
2 Glamour	2,165
3 Harper's Bazaar	1,824
4 Mademoiselle	1,683
5 W	1,329
Total	**10,467**

% Chg. Ad Pages

1984 vs. 1983	%
1 Harper's Bazaar	17.3
2 W	12.2
3 Vogue	11.4
4 Mademoiselle	6.9
5 Glamour	6.8

Net Chg. Ad Pages

1984 vs. 1983	
1 Vogue	354
2 Harper's Bazaar	269
3 W	145
4 Glamour	138
5 Mademoiselle	109
Total	**1,015**

Avg. Ad Pages/Copy

1 Vogue	289
2 Glamour	180
3 Harper's Bazaar	152
4 Mademoiselle	140
5 W	51

Ad Revenue

	$000
1 Glamour	70,585
2 Vogue	67,355
3 Mademoiselle	35,769
4 Harper's Bazaar	31,105
5 W	18,283
Total	**223,097**

% Chg. Ad Revenue

1984 vs. 1983	%
1 W	31.1
2 Harper's Bazaar	30.1
3 Mademoiselle	23.2
4 Glamour	20.4
5 Vogue	20.3

Net Chg. Ad Revenue

1984 vs. 1983	$000
1 Glamour	11,949
2 Vogue	11,364
3 Harper's Bazaar	7,196
4 Mademoiselle	6,746
5 W	4,332
Total	**41,587**

Avg. Edit. Pgs./Copy

1 Vogue	167
2 Glamour	143
3 Mademoiselle	127
4 Harper's Bazaar	109
5 W	32

Average Circulation

1 Glamour	2,273,431
2 Mademoiselle	1,187,135
3 Vogue	1,163,962
4 Harper's Bazaar	734,789
5 W	209,224
Total	**5,568,541**

% Chg. Avg. Circ.

1984 vs. 1983	%
1 Vogue	4.5
2 Harper's Bazaar	3.5
3 Glamour	2.2
4 Mademoiselle	-0.1
5 W	-0.6

Net Chg. Avg. Circ.

1984 vs. 1983	
1 Vogue	49,635
2 Glamour	49,170
3 Harper's Bazaar	24,581
4 W	-1,210
5 Mademoiselle	-1,718
Total	**120,458**

Avg. Total Pgs./Copy

ad pages + edit. pages	
1 Vogue	456
2 Glamour	324
3 Mademoiselle	268
4 Harper's Bazaar	261
5 W	84

Total Revenue

ad rev. + circ. rev.	$000
1 Glamour	110,349
2 Vogue	102,584
3 Mademoiselle	59,057
4 Harper's Bazaar	45,054
5 W	24,231
Total	**341,275**

% Chg. Total Revenue

1984 vs. 1983	%
1 W	22.3
2 Harper's Bazaar	21.6
3 Mademoiselle	17.3
4 Vogue	15.7
5 Glamour	13.6

Subscription Revenue

	$000
1 Glamour	8,600
2 Vogue	8,170
3 W	4,759
4 Mademoiselle	3,614
5 Harper's Bazaar	3,362
Total	**28,505**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Harper's Bazaar	12.8
2 Vogue	2.1
3 W	-0.8
4 Mademoiselle	-2.6
5 Glamour	-3.5

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☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

'W' GIVES ADVERTISERS WHAT THEY NEED MOST, READERS WHO CAN AFFORD TO BUY.
'W' WE INFLUENCE THE INFLUENTIAL

WOMEN'S FASHION

Continued

Avg. Subscrip. Circ.

1	Glamour	789,427
2	Vogue	422,214
3	Mademoiselle	337,661
4	Harper's Bazaar	293,674
5	W	186,357
	Total	**2,029,333**

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	Harper's Bazaar	2.5
2	Vogue	– 1.6
3	W	– 1.9
4	Glamour	– 2.9
5	Mademoiselle	– 3.7

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	Harper's Bazaar	7,033
2	W	– 3,517
3	Vogue	– 7,012
4	Mademoiselle	– 13,045
5	Glamour	– 23,877
	Total	**– 40,418**

Newsstand Revenue

		$000
1	Glamour	31,164
2	Vogue	27,059
3	Mademoiselle	19,674
4	Harper's Bazaar	10,587
5	W	1,189
	Total	**89,673**

Avg. Newsstand Circ.

1	Glamour	1,484,004
2	Mademoiselle	849,474
3	Vogue	741,748
4	Harper's Bazaar	441,115
5	W	22,867
	Total	**3,539,208**

% Chg. Avg. News. Circ.

1984 vs. 1983		%
1	W	11.2
2	Vogue	8.3
3	Glamour	5.2
4	Harper's Bazaar	4.1
5	Mademoiselle	1.4

Net Chg. Avg. News. Circ.

1984 vs. 1983		
1	Glamour	73,046
2	Vogue	56,646
3	Harper's Bazaar	17,548
4	Mademoiselle	11,327
5	W	2,308
	Total	**160,875**

% Chg. News. Revenue

1984 vs. 1983		%
1	Mademoiselle	11.8
2	W	11.2
3	Vogue	9.7
4	Glamour	5.2
5	Harper's Bazaar	4.1

MAGAZINE PROFILES

Glamour

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1939
Published: Monthly

Publisher: E. Louis Holtermann, Jr.
Other key contacts: Russell K. Schaehrer, National Sales Manager; Harold J. Cuddy, Director of Sales Programs; Kathy Neisloss, New York Sales Manager

Editorial Description: Glamour is edited for the personal interests of young women 18-35 with a "how-to" approach. Emphasis is placed on fashion, beauty, travel, lifestyle, decorating, entertaining, sewing, crafts, and consumer information. Monthly columns offer coverage which varies from success strategies for job and college, to car-buying, cooking, books and movies, sex and health, money management and legal matters. Glamour's "How To Do Anything Better Guide" is a monthly section covering a variety of facts, finds, and special information.

Member: ABC

Primary SRDS Classification No. 50

Harper's Bazaar

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5000
Year founded: 1867
Published: Monthly

Publisher: Martin Schrader
Advertising Director: Victoria Reisenbach
Other key contacts: Ann Spark, Advertising Production Manager; Jeanette Chang, Associate Publisher

Editorial Description: Harper's Bazaar is edited for the success-oriented woman. Editorial features emphasize fashion, beauty, health, diet, travel and entertaining. The editorial mix also includes profiles, interviews and articles.

Member: ABC

Primary SRDS Classification No. 49

Mademoiselle

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8110
Year founded: 1935
Published: Monthly

Publisher: Ron Galotti
Advertising Director: Richard Kinsler
Other key contacts: Thomas Kehoe, Advertising Manager

Editorial Description: Mademoiselle is edited for the woman 18-34, and addresses the needs of this fast-growing consumer segment with coverage of career topics, fashion, beauty, health, home decorating, travel, entertaining and the arts. Food, alcoholic beverages, automotive, personal finance, home sewing and crafts are treated in regularly scheduled columns. In addition, Mademoiselle publishes in-depth articles on subjects of current interest.

Member: ABC

Primary SRDS Classification No. 50

Vogue

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1892
Published: Monthly

Publisher: Richard A. Shortway
Advertising Director: David Rubin
Other key contacts: Norman Waterman, Advertising Manager

Editorial Description: Vogue is edited for the woman who considers fashion a way of life. The magazine's editorial pages cover fashion, beauty, health, fitness, travel, the arts, money, food, entertaining and home furnishings. Vogue also features interviews and articles by contributing writers.

Member: ABC

Primary SRDS Classification No. 49

W

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4000
Year founded: 1972
Published: Biweekly

Publisher: John B. Fairchild
Advertising Director: Adrienne Cleere, Associate Publisher
Other key contacts: Gene Fahy, Vice President Group Sales; Michael F. Coady, Senior Vice President and Executive Editor

Editorial Description: "W" is edited for the educated, affluent woman commenting on fashion, people and living. Articles represent selective consumer features from Women's Wear Daily and include: fashion, travel and beauty features, criticism of the arts and personality interviews.

Member: ABC

Primary SRDS Classification No. 49

Figures are Folio estimates for the calendar year 1984.

SPORTS

Continued from page 232

SAIL

Sail Publications, Inc.
34 Commercial Wharf
Boston, MA 02110
(617) 227-0888
Year founded: 1970
Published: Monthly

Publisher: Donald A. Macaulay

Editorial Description: SAIL is edited for sailors at various levels: cruisers and racers, from novices to experts, actively involved in the development of their sailing skills. Feature articles are written for both large and small boat sailors covering such topics as hull and sail design, rigging, tuning, sail trim, spinnaker handling, wind and water conditions, and the practical considerations of choosing and owning sailboats, gear, and equipment. Certain issues give special attention to chartering, boat commissioning and maintenance, marine apparel, electronics, and major coastal and offshore races. Regular departments include boat and equipment design commentary, new boat and new product news, racing news, seamanship, boathandling, navigation and piloting.

Member: ABC
Primary SRDS Classification No. 6

Ski

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1936
Published: 8x per year

Publisher: George Bauer
Advertising Director: Ellen McVickar

Editorial Description: Ski magazine is edited for the ski enthusiasts, whether expert or newcomer to the sport. Instruction and technique articles are written by top U.S. instructors. Travel articles and theme sections feature color photography. Profiles on celebrities, racers and skier-personalities from all walks of life, adventure stories, consumer advice on what's new and how to purchase equipment, humor, cartoons, regional reports, film and book reviews, celebrity ski tips, apparel features, question-and-answer columns for readers on instruction, equipment repair and maintenance, and ski technique.

Member: ABC
Primary SRDS Classification No. 45

Skiing

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-3900
Year founded: 1948
Published: 7x per year

Publisher: Henry A. Kaiser
Advertising Director: James R. Flynn

Editorial Description: Skiing is edited for the active skier—the beginning as well as the experienced skier who is interested in learning about the sport, its equipment, and its technique. Regular articles cover the latest in ski fashion, new and improved equipment, competition results, skiing personalities, and general news of people and places. Reports on the world's great ski areas are featured, with particular emphasis on unique photographic exposition. Ski technique is explained by professional ski instructors, and a section of instructional drawings and tips is a regular feature.

Member: ABC
Primary SRDS Classification No. 45

Skin Diver

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1951
Published: Monthly

Publisher: Bill Gleason
Group Publisher: Paul Tzimoulis
Advertising Director: Peter F. Clancey, Senior Vice President
Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: Tony Coelho, Eastern Advertising Director

Editorial Description: Skin Diver Magazine is devoted to the underwater world of recreational diving, industry, science and technology. The editorial format is designed to satisfy the novice, intermediate and expert diver and covers underwater activities including snorkeling, skin diving, scuba diving, commercial diving, and deep sea research. Regular monthly features include a diverse range of interests—underwater photography, boating, shipwreck exploration, undersea science, and recreational tourism. In addition to the consumer readership, the magazine serves the sporting goods trade with news about retail dive shops, new products, and technological developments. Underwater research and development by government and private industry is also regularly covered.

Member: ABC
Primary SRDS Classification No. 45

Sport

Sports Media Corporation
119 West 40th Street
New York, NY 10018
(212) 869-4700
Year founded: 1946
Published: Monthly

Publisher: Don Hanrahan
Advertising Director: Tom Brown
Other key contacts: Peter R. Griffin, New York Sales Manager

Editorial Description: Sport is edited for the sports fan. It is a guide to the month's major professional sporting events. Sport previews and predicts. It profiles major personalities, picks the season's winners and losers, gives tips based on past performances, and delivers commentary on sporting trends. Regular departments include the monthly interview with a sports personality, the upfront Sporttalk section, the Sport Quiz, and the back page Finish Line feature.

Member: ABC
Primary SRDS Classification No. 45

The Sporting News

The Sporting News Publishing Co.
1212 North Lindbergh Boulevard
St. Louis, MO 63132
(314) 997-7111
Year founded: 1886
Published: Weekly

Publisher: Richard Waters, President
Advertising Director: Kent T. Valandra, Associate Publisher
Other key contacts: Edward C. Campbell, Midwest Advertising Director; Steven Card, Advertising Services Manager

Editorial Description: The Sporting News is edited for followers and participants of the major sports such as baseball, football, basketball, hockey, etc. In addition to regular feature stories, statistics are carried each week including averages, standings, summaries, etc.

Member: ABC
Primary SRDS Classification No. 36A

Sports Illustrated

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1954
Published: Weekly (except semi-weekly during a week in November and a week in September, also two issues combined at year-end)

Publisher: Robert L. Miller
Advertising Director: Donald J. Barr
Other key contacts: Ann S. Moore, General Manager; Thomas J. Hickey, Advertising Sales Manager

Editorial Description: Sports Illustrated reports and interprets the world of sport, recreation and active leisure. It previews, analyzes and comments upon major games and events, as well as those noteworthy for character and spirit alone. It features individuals connected to sport and evaluates trends concerning the part sport plays in contemporary life. It provides instruction for both participants and spectators. Articles range through various fields: travel, architecture, art, fashion, physical fitness and conservation. Special departments deal with sports equipment, books and statistics.

Member: ABC
Primary SRDS Classification No. 36A

Tennis

Golf Digest/Tennis, Inc.
495 Westport Avenue
P.O. Box 5350
Norwalk, CT 06856
(203) 847-5811
Year founded: 1965
Published: Monthly

Publisher: Mark Adorney
Advertising Director: Bob Maxon
Other key contacts: Sandy Landsman, New York Sales Manager; Jeff Paro, Midwest Sales Manager

Editorial Description: Tennis magazine is for active tennis players at various levels and ages. Each issue contains features on playing instruction, the mental side of tennis, tips, and equipment, fitness and travel to tennis camps and resorts. Tennis covers the professional game with player profiles, tournament previews, professional circuit results and photo features. Monthly columns address issues at both the professional and grass-roots levels of the game. Departments include news of people in and around tennis, tournament schedules and upcoming tennis telecasts. The February Annual issue contains professional and amateur results from the previous year, historical tournament records and other statistics. Special sections about U.S. Open, TV Tennis Guides and regional travel appear regularly.

Member: ABC, MPA
Primary SRDS Classification No. 45

(Continued on page 278)

AS HER KIDS GROW, SO DO HER NEEDS.

Today, more than ever, mothers are called upon to make complex decisions about their children, their families, themselves. That's why so many turn to Parents for help. And why, as an advertiser, you should use Parents to sell your product. We concentrate on the 18-34 mother who buys a vast range of products for both her family and herself. Only Parents serves her special needs. Talk to her in Parents.

A unique concentration of young mothers.

Parents
Smart Games To Play With Your Child
When Your Child Is Home Alone
Exercise During Pregnancy
ADOPTION
Tantrum-Proofing: How to Help

Women's Lifestyles

Market Highlights

CIRCULATION:

DIVERSE GROUP UPS DISTRIBUTION

A net expansion of two magazines (three move in, one out of the market) and a 5% average circ gain vs. '83 for the rest, rocket total circ from last year's 13,884,224 to 17,080,125. Almost 3 million copies belong to market newcomer and leader *Prevention. Cosmopolitan* is a close second at 2,907,126.

If growth measurements are any barometer of the American Woman's interests in 1984, they indicate that she likes diversity. Motherhood and the urban/singles lifestyle rank one and two, respectively, in sub circ growth, with *American Baby* jumping up 29.8% and *Cosmopolitan* gaining 23.6% vs. '83. Newsstand circ gains reflect stronger interest in fitness and entertainment—*Shape* sells 36.7% more, and *Soap Opera Digest*, 25.8% more newsstand copies in 1984. In overall circ growth it's fitness on top again, and career second: *Shape* increases total average circ by 22% and *Working Woman* lifts that distribution by 15.7%.

AD PAGES:

PAGES CONTINUE STEADY GROWTH

Eleven of 16 magazines gain ad pages in '84, and market total passes 17,000. *Vogue* reigns as largest book with 3,466 pages. *Cosmopolitan*, a thousand pages lower, takes second place. Growing fastest in ad pages are *Shape* first, and *Self* close behind, increasing pages at a rate of 25.4% and 24.7% respectively versus 1983.

REVENUE:

GAINS FOR HALF EXCEED 10%

All but one book increase revenue, half grow at a double-digit rate. *Cosmopolitan* leads market in total revenue with over 26% of market's total $619.9 million. *Cosmo* also tops the roster in ad revenue with $95.1 million, followed by *Vogue* at $67.4 million. Smaller books lead most growth measurements. *Shape*'s outstanding 95.6% increase in ad revenue, plus its newsstand dollar gain (+36.7%), equals a first-place total revenue increase of +33.3% vs. '83. *Shape* is not the only growth story: *Self* reports 40% more ad revenue in '84 than '83, *Soap Opera Digest* ups newsstand revenue by 33.9%, and *Town & Country* increases sub revenue by 23%. *T&C*'s growth places it second in that measurement, behind *Cosmo*'s 25.4% hike in sub revenue.

There's a NEW #1*
in women's lifestyle magazines

- #1 In total ad page increase
- #1 In total ad revenue increase
- #1 In average circulation increase
- #1 In total revenue increase
- #1 In newsstand revenue increase
- #1 In newsstand circulation increase

It should come as no surprise . . .

SHAPE

The complete women's magazine

118 Madison Ave. · New York, NY 10016 · (212) 696-9272

*The Folio: 400/1985 report

WOMEN'S LIFESTYLES

Ad Pages

1	Vogue	3,466
2	Cosmopolitan	2,491
3	Town & Country	1,903
4	Mademoiselle	1,683
5	Working Woman	1,290
6	Self	1,157
7	Prevention	881
8	Shape	720
9	True Story	696
10	New Woman	564
11	Family/Stateside Ed.	486
12	American Baby	485
13	Ladycom	456
14	Playgirl	420
15	Soap Opera Digest	328
16	Hadassah Magazine	175
	Total	17,201

% Chg. Ad Pages

	1984 vs. 1983	%
1	Shape	25.4
2	Self	24.7
3	Ladycom	17.2
4	Vogue	11.4
5	Working Woman	8.5
6	American Baby	7.7
7	Soap Opera Digest	7.6
8	Mademoiselle	6.9
9	Town & Country	5.0
10	Cosmopolitan	2.0
11	New Woman	0.5
12	Family/Stateside Ed.	ne
13	True Story	– 1.6
14	Playgirl	– 5.4
15	Hadassah Magazine	– 7.9
16	Prevention	– 10.6

Net Chg. Ad Pages

	1984 vs. 1983	
1	Vogue	354
2	Self	229
3	Shape	146
4	Mademoiselle	109
5	Working Woman	101
6	Town & Country	90
7	Ladycom	67
8	Cosmopolitan	48
9	American Baby	35
10	Soap Opera Digest	23
11	New Woman	3
12	Family/Stateside Ed.	ne
13	True Story	– 12
14	Hadassah Magazine	– 15
15	Playgirl	– 24
16	Prevention	– 104
	Total	1,050

Avg. Ad Pages/Copy

1	Vogue	289
2	Cosmopolitan	208
3	Town & Country	159
4	Mademoiselle	140
5	Working Woman	108
6	Self	96
7	Prevention	73
8	Shape	60
9	True Story	58
10	New Woman	47
11	Ladycom	46
12	Family/Stateside Ed.	41
13	American Baby	40
14	Playgirl	35
15	Hadassah Magazine	18
16	Soap Opera Digest	13

Ad Revenue

		$000
1	Cosmopolitan	95,144
2	Vogue	67,355
3	Mademoiselle	35,769
4	Town & Country	27,049
5	Self	24,183
6	Working Woman	18,831
7	Prevention	16,542
8	True Story	10,970
9	American Baby	9,818
10	New Woman	6,976
11	Family/Stateside Ed.	4,918
12	Ladycom	4,784
13	Shape	2,650
14	Soap Opera Digest	2,155
15	Playgirl	1,374
16	Hadassah Magazine	1,150
	Total	329,668

% Chg. Ad Revenue

	1984 vs. 1983	%
1	Shape	95.6
2	Self	40.7
3	Working Woman	30.4
4	Town & Country	24.7
5	Mademoiselle	23.2
6	Vogue	20.3
7	Soap Opera Digest	18.7
8	Cosmopolitan	17.3
9	New Woman	11.4
10	Hadassah Magazine	11.2
11	Ladycom	9.6
12	American Baby	8.0
13	True Story	3.5
14	Family/Stateside Ed.	ne
15	Prevention	– 4.6
16	Playgirl	– 13.2

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	Cosmopolitan	14,008
2	Vogue	11,364
3	Self	6,993
4	Mademoiselle	6,746
5	Town & Country	5,365
6	Working Woman	4,387
7	Shape	1,295
8	American Baby	723
9	New Woman	712
10	Ladycom	417
11	True Story	375
12	Soap Opera Digest	340
13	Hadassah Magazine	116
14	Family/Stateside Ed.	ne
15	Playgirl	– 210
16	Prevention	– 795
	Total	51,836

Avg. Edit. Pgs./Copy

1	Vogue	167
2	Cosmopolitan	136
3	Soap Opera Digest	133
4	Mademoiselle	127
5	Ladycom	121
6	Town & Country	108
7	Self	97
8	Prevention	96
9	Playgirl	83
10	Shape	75
11	New Woman	70
12	True Story	65
13	Family/Stateside Ed.	49
14	American Baby	37
15	Hadassah Magazine	24
16	Working Woman	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

American Baby

American Baby, Inc.
575 Lexington Avenue
New York, NY 10022
(212) 752-0775
Year founded: 1936
Published: Monthly

Publisher: Alan Goldberg
Advertising Director: Neil Bookman
Other key contacts: Mark Levine, Vice President; Charles Rich, Western Advertising Manager

Editorial Description: American Baby is edited as a guidebook for expectant and new parents, with emphasis on the physical and mental wellbeing of mother and baby. Articles deal with prenatal and post-natal health; infant care, including physical and emotional health; early learning and pre-nursery school education; plus pictorial features on new goods and services for mother and baby; including maternity and infant fashions, nursery furniture and accessories, wheel goods, toys, cosmetics and toiletries. Its editorial goal is to help young parents with maternal and baby care, and inform them of new developments in related fields.

Member: ABC
Primary SRDS Classification No. 5

Cosmopolitan

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-7417
Year founded: 1886
Published: Monthly
Publisher: D. Claeys Bahrenburg
Advertising Director: Seth Hoyt
Other key contacts: Reed Foster, Eastern Advertising Manager; Tom Buerger, Midwestern Advertising Manager; Tony Hoyt, Western Advertising Manager

Editorial Description: Cosmopolitan is edited for young women, single or married, and concerns self-improvement, careers, clothes, beauty, travel, entertainment and the arts with special emphasis on the world outside the home. Editorial emphasis is on helping young women realize the very most of themselves.

Member: ABC
Primary SRDS Classification No. 49

Family
(Stateside Edition)

Military Family Communications
9 East 41st Street
New York, NY 10017
(212) 661-6550
Year founded: 1958
Published: Monthly
Publisher: Joseph A. Mugnai, President
Advertising Director: Joseph L. Araneo, Executive Vice President
Other key contacts: Robert Niedrich, Midwest Manager; Joseph R. Mugnai, Special Projects Coordinator

Editorial Description: Family is published for military wives. Articles concern their lifestyle. Contains features on military family life, relocating, apartment decorating, cooking, travel, education, child-rearing, careers, marriage and family health. Special emphasis is placed on money-saving tips and the advantages of shopping military commissaries (supermarkets), exchanges (department stores) and package (liquor) stores. Articles appearing in Family are a combination of material submitted by readers and original material created by Family's editorial staff.

▶

Figures are FOLIO estimates for the calendar year 1984.

*Over the past five years,
SELF has led all magazines
in readership gains—
No matter how you look at it!**

SELF®

A CONDÉ NAST PUBLICATION

*Source: MRI Spring 1980–Spring 1985

	RANK % Change Adults	% Change ADULTS	RANK % Change Women	% Change Women
SELF	**1**	**95.11%**	**1**	**101.25%**
AMERICAN WAY	2	90.77%	3	88.37%
CHANGING TIMES	3	75.11%	4	78.89%
GENTLEMEN'S QUARTERLY	4	72.69%	2	89.37%
WORKING WOMAN	5	54.45%	7	51.40%
FOOD & WINE	6	52.76%	8	47.94%
GAMES	7	38.99%	10	33.67%
PARADE	8	35.08%	9	41.08%
SOUTHERN LIVING	9	31.70%	13	27.61%
RUNNER'S WORLD	10	30.96%	5	58.55%
4 WHEEL & OFF ROAD	11	29.55%	6	57.78%
BON APPETIT	12	26.81%	14	27.08%
FAMILY WEEKLY	13	26.79%	17	24.09%
MONEY	14	24.71%	10	34.91%
PREVENTION	15	23.39%	11	31.89%
TOWN & COUNTRY	16	22.40%	12	27.48%
SMITHSONIAN	17	22.10%	21	14.51%
FORBES	18	19.97%	20	17.58%
PEOPLE	19	17.58%	19	20.87%
JET	20	16.85%	15	30.14%
GOLF DIGEST	21	14.34%	42	-0.15%
WALL STREET JOURNAL	22	13.42%	16	25.71%
SUNDAY MAG NET	23	10.07%	23	11.90%
TRAVEL & LEISURE	24	10.27%	18	23.80%
NATIONAL ENQUIRER	25	10.14%	27	10.17%
TWA AMBASSADOR	26	11.64%	31	7.80%
NEW WOMAN	27	9.19%	26	8.77%
[illegible]	28	8.27%	13	26.74%
OMNI	29	6.44%	79	-1.19%
FAMILY HANDYMAN	30	6.12%	30	5.84%
GOLF MAGAZINE	31	5.15%	84	-24.15%
[illegible]	32	5.10%	24	11.40%
ROAD & TRACK	33	3.86%	74	-14.14%
EBONY	34	2.58%	28	8.78%
HEALTH	35	2.53%	34	7.31%
HOT ROD	36	1.89%	60	-10.88%
GUNS & AMMO	37	1.54%	96	-29.81%
U.S. NEWS & WORLD RPT	38	0.83%	39	1.51%
THE STAR	39	0.86%	37	3.53%
NATIONAL GEOGRAPHIC	40	0.08%	44	-4.81%
WOMAN'S DAY	41	-1.14%	33	5.77%
THE SPORTING NEWS	42	-1.41%	41	-1.47%
GLAMOUR	43	-2.13%	38	2.74%
GOLF WORLD	44	-3.47%	55	-8.18%
GOURMET	45	-4.08%	59	-10.81%
US	46	-4.10%	45	-4.19%
FIELD & STREAM	47	-4.49%	51	-10.36%
MOTORCYCLIST	48	-5.47%	11	-1.75%
TV GUIDE	49	-5.87%	46	-6.03%
ROLLING STONE	50	-6.08%	47	-7.24%
FORTUNE	51	-6.38%	52	-7.86%
SPORTS ILLUSTRATED	52	-7.19%	65	-13.43%
PARENT'S MAGAZINE	53	-7.29%	36	3.44%
FAMILY CIRCLE	54	-7.34%	42	-4.64%
TIME	55	-7.45%	58	-9.08%
WEIGHT WATCHERS	56	-7.91%	68	-15.87%
CAR & DRIVER	57	-8.08%	77	-18.41%
READER'S DIGEST	58	-8.10%	47	-6.57%
NATION'S BUSINESS	59	-8.27%	41	-3.64%
VOGUE	60	-8.64%	54	-8.13%
BUSINESS WEEK	61	-8.80%	50	-6.48%
LIFE	62	-9.09%	58	-10.84%
NEW YORK TIMES (D/Y)	63	-9.37%	69	-14.08%
CHICAGO	64	-9.60%	61	-14.51%
MADEMOISELLE	65	-10.40%	62	-11.37%
HUNTING	66	-11.08%	83	-18.88%
GOOD HOUSEKEEPING	67	-11.89%	53	-8.18%
1,001 HOME IDEAS	68	-12.56%	79	-19.69%
COSMOPOLITAN	69	-13.17%	55	-8.08%
SUNSET	70	-14.14%	57	-11.76%
BETTER HOMES & GARDENS	71	-14.79%	64	-12.46%
LADIES' HOME JOURNAL	72	-14.84%	63	-12.87%
NEWSWEEK	73	-15.14%	71	-12.65%
BRIDE'S MAGAZINE	74	-16.20%	73	-15.47%
McCALL'S	75	-16.41%	67	-13.84%
POPULAR HOT RODDING	76	-16.49%	87	-30.20%
SPORTS AFIELD	77	-16.67%	94	-33.01%
TRAVEL HOLIDAY	78	-16.94%	67	-17.62%
SCIENTIFIC AMERICAN	79	-17.34%	65	-13.84%
ATLANTIC MONTHLY	80	-17.96%	80	-19.91%
OUTDOOR LIFE	81	-18.18%	91	-32.19%
POPULAR SCIENCE	82	-18.58%	51	-7.28%
NEW YORK TIMES MAGAZINE	83	-19.15%	72	-14.08%
ORGANIC GARDENING	84	-19.76%	77	-16.74%
MS.	85	-19.81%	68	-13.07%
AMERICAN BABY	86	-20.76%	70	-16.46%
HARPER'S BAZAAR	87	-21.67%	83	-21.73%
ESQUIRE	88	-21.76%	90	-31.18%
REDBOOK	89	-21.07%	40	-10.86%
BABY TALK	90	-23.36%	86	-26.40%
[illegible]	91	-24.36%	74	-15.16%
PENTHOUSE	92	-24.61%	98	-26.40%
POPULAR MECHANICS	93	-25.12%	93	-31.70%
[illegible]	94	-25.94%	74	-16.68%
NEW HOME MECHANICS	95	-26.82%	89	-26.10%
NATURAL HISTORY	96	-26.91%	92	-33.68%
MOTOR TREND	97	-27.97%	105	-42.40%
PLAYBOY	98	-30.20%	102	-37.43%
PSYCHOLOGY TODAY	99	-30.28%	85	-25.51%
SPORT	100	-31.74%	107	-45.79%
SKIING	101	-31.59%	104	-42.35%
SATURDAY EVENING POST	102	-31.72%	88	-28.18%
TENNIS	103	-31.89%	106	-45.11%
HOUSE BEAUTIFUL	104	-34.50%	101	-36.70%
DUN'S BUSINESS MONTH	105	-36.27%	103	-38.51%
PICKUP VAN & 4 WD	106	-36.75%	109	-60.80%
STEREO REVIEW	107	-36.06%	96	-33.33%
THE NEW YORKER	108	-41.17%	101	-39.39%
NATIONAL LAMPOON	109	-52.98%	110	-65.53%
NEW YORK MAGAZINE	110	-54.11%	108	-50.80%
INDUSTRY WEEK	111	-59.24%	111	-70.29%

WOMEN'S LIFESTYLES

Continued

Average Circulation

1	Prevention	2,928,002
2	Cosmopolitan	2,907,126
3	True Story	1,513,218
4	Mademoiselle	1,187,135
5	Vogue	1,163,962
6	Self	1,077,911
7	New Woman	1,012,153
8	American Baby	1,001,074
9	Soap Opera Digest	820,633
10	Working Woman	677,518
11	Playgirl	625,035
12	Ladycom	503,400
13	Shape	489,904
14	Town & Country	404,336
15	Family/Stateside Ed.	401,797
16	Hadassah Magazine	366,921
	Total	**17,080,125**

% Chg. Avg. Circ.

1984 vs. 1983		%
1	Shape	22.0
2	Working Woman	15.7
3	Soap Opera Digest	15.6
4	Town & Country	11.7
5	Prevention	8.6
6	Vogue	4.5
7	Hadassah Magazine	3.6
8	Ladycom	3.0
9	American Baby	0.0
10	Family/Stateside Ed.	ne
11	Mademoiselle	– 0.1
12	Self	– 0.9
13	New Woman	– 1.7
14	Playgirl	– 2.4
15	True Story	– 3.1
16	Cosmopolitan	– 3.5

Net Chg. Avg. Circ.

1984 vs. 1983		
1	Prevention	231,713
2	Soap Opera Digest	110,540
3	Working Woman	91,897
4	Shape	88,255
5	Vogue	49,635
6	Town & Country	42,351
7	Ladycom	14,625
8	Hadassah Magazine	12,656
9	Family/Stateside Ed.	ne
10	American Baby	– 139
11	Mademoiselle	– 1,718
12	Self	– 10,217
13	Playgirl	– 15,587
14	New Woman	– 17,582
15	True Story	– 48,582
16	Cosmopolitan	– 104,064
	Total	**443,783**

Avg. Total Pgs./Copy

ad pages + edit. pages		
1	Vogue	456
2	Cosmopolitan	344
3	Mademoiselle	268
4	Town & Country	266
5	Self	193
6	Prevention	169
7	Ladycom	166
8	Soap Opera Digest	145
9	Shape	135
10	True Story	123
11	Playgirl	118
12	New Woman	117
13	Family/Stateside Ed.	90
14	American Baby	77
15	Hadassah Magazine	42
16	Working Woman	ne

Total Revenue

ad rev. + circ. rev.		$000
1	Cosmopolitan	161,591
2	Vogue	102,584
3	Mademoiselle	59,057
4	Prevention	54,799
5	Self	42,936
6	Town & Country	35,881
7	Working Woman	27,854
8	New Woman	25,375
9	True Story	25,200
10	Soap Opera Digest	24,034
11	Playgirl	19,931
12	Shape	13,407
13	American Baby	10,845
14	Hadassah Magazine	6,654
15	Family/Stateside Ed.	4,918
16	Ladycom	4,784
	Total	**619,850**

% Chg. Total Revenue

1984 vs. 1983		%
1	Shape	33.3
2	Soap Opera Digest	27.6
3	Working Woman	24.6
4	Town & Country	22.3
5	Self	22.2
6	Mademoiselle	17.3
7	Vogue	15.7
8	Cosmopolitan	12.5
9	Ladycom	9.6
10	American Baby	9.1
11	Prevention	7.5
12	Hadassah Magazine	4.8
13	Playgirl	1.7
14	New Woman	1.4
15	Family/Stateside Ed.	ne
16	True Story	– 0.6

Subscription Revenue

		$000
1	Prevention	35,841
2	True Story	9,907
3	Working Woman	8,333
4	Vogue	8,170
5	Soap Opera Digest	7,751
6	Self	6,086
7	Hadassah Magazine	5,504
8	New Woman	5,220
9	Town & Country	5,200
10	Cosmopolitan	4,859
11	Mademoiselle	3,614
12	Playgirl	3,114
13	Shape	2,135
14	American Baby	1,027
15	Family/Stateside Ed.	0
16	Ladycom	0
	Total	**106,761**

% Chg. Sub. Revenue

1984 vs. 1983		%
1	Cosmopolitan	25.4
2	Town & Country	23.0
3	American Baby	21.8
4	Soap Opera Digest	20.0
5	Playgirl	19.2
6	Prevention	14.6
7	Working Woman	14.2
8	Self	5.1
9	Hadassah Magazine	3.6
10	Vogue	2.1
11	New Woman	0.1
12	Family/Stateside Ed.	n/a
13	Ladycom	n/a
14	True Story	– 1.0
15	Mademoiselle	– 2.6
16	Shape	– 11.0

►

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Member: BPA
Primary SRDS Classification No.: 31

Hadassah Magazine

Hadassah, the Women's Zionist Organization of America, Inc.
50 West 58th Street
New York, NY 10019
(212) 303-8014
Year founded: 1921
Published: 10x per year

Advertising Director: Nancy Margolis, Associate Publisher
Other key contacts: Ruth Weinrach, Advertising Coordinator

Editorial Description: Hadassah Magazine is edited for American Jewish readers. Feature articles and photo stories deal with social, economic, educational, political, cultural, and health issues in Israel and the United States, and with Jewish life in countries around the world. Departments include fiction, art, theater and film reviews, book reviews, travel, parenting, and news briefs.

Primary SRDS Classification No. 20

Ladycom

The Military Lifestyle Magazine

Downey Communications, Inc.
1732 Wisconsin Avenue, N.W.
Washington, DC 20007
(202) 944-4000
Year founded: 1969
Published: 10x per year

Publishers: Edward M. and Loretta M. Downey
Advertising Director: George Smith
Other key contacts: Hope Mary Daniels, Editor

Editorial Description: Ladycom recognizes the special lifestyle of the active-duty military family from the perspective of the military wife. Editorial features include such topics as family health, child-rearing, marriage, careers, relocation, beauty, fashion, entertaining, creative homemaking and travel, as they pertain to the life of the military family.

Member: SMA Div. of BPA
Primary SRDS Classification No. 31

Mademoiselle

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8110
Year founded: 1935
Published: Monthly

Publisher: Ronald Galotti
Advertising Director: Richard Kinsler
Other key contacts: Thomas Kehoe, Advertising Manager

Editorial Description: Mademoiselle is edited for the woman 18-34 and addresses the needs of this fast-growing consumer segment with coverage of career topics, fashion, beauty, health, home decorating, travel, entertaining and the arts. Food, alcoholic beverages, automotive, personal finance, home sewing and crafts are treated in regularly scheduled columns. In addition, Mademoiselle publishes in-depth articles on subjects of current interest.

Member: ABC
Primary SRDS Classification No. 50

New Woman

News Group Magazines
215 Lexington Avenue
New York, NY 10016
(212) 685-4790
Year founded: 1971
Published: Monthly

Publisher: Pat Miller

►

Figures are Folio estimates for the calendar year 1984.

WOMEN'S LIFESTYLES

Continued

Avg. Subscrip. Circ.

1	Prevention	2,793,763
2	True Story	1,225,030
3	Working Woman	652,853
4	Self	531,004
5	Vogue	422,214
6	Soap Opera Digest	385,895
7	New Woman	384,604
8	Hadassah Magazine	366,921
9	Mademoiselle	337,661
10	Town & Country	303,452
11	Cosmopolitan	275,177
12	Playgirl	196,063
13	Shape	121,464
14	American Baby	115,665
15	Family/Stateside Ed.	0
16	Ladycom	0
	Total	**8,111,766**

% Chg. Avg. Sub. Circ.

1984 vs. 1983

		%
1	American Baby	29.8
2	Cosmopolitan	23.6
3	Working Woman	16.6
4	Town & Country	13.9
5	Playgirl	12.7
6	Prevention	8.9
7	Soap Opera Digest	5.8
8	Self	4.4
9	Hadassah Magazine	3.6
10	Family/Stateside Ed.	n/a
11	Ladycom	n/a
12	New Woman	0.0
13	True Story	– 1.3
14	Vogue	– 1.6
15	Mademoiselle	– 3.7
16	Shape	– 8.1

Net Chg. Avg. Sub. Circ.

1984 vs. 1983

1	Prevention	227,618
2	Working Woman	93,076
3	Cosmopolitan	52,585
4	Town & Country	37,014
5	American Baby	26,557
6	Self	22,282
7	Playgirl	22,051
8	Soap Opera Digest	21,259
9	Hadassah Magazine	12,656
10	New Woman	6
11	Family/Stateside Ed.	n/a
12	Ladycom	n/a
13	Vogue	– 7,012
14	Shape	– 10,706
15	Mademoiselle	– 13,045
16	True Story	– 16,070
	Total	**468,271**

Newsstand Revenue

		$000
1	Cosmopolitan	61,588
2	Vogue	27,059
3	Mademoiselle	19,674
4	Playgirl	15,443
5	Soap Opera Digest	14,129
6	New Woman	13,179
7	Self	12,666
8	Shape	8,621
9	True Story	4,323
10	Town & Country	3,632
11	Prevention	2,416
12	Working Woman	691
13	American Baby	0
14	Family/Stateside Ed.	0
15	Hadassah Magazine	0
16	Ladycom	0
	Total	**183,421**

Avg. Newsstand Circ.

1	Cosmopolitan	2,631,949
2	Mademoiselle	849,474
3	Vogue	741,748
4	New Woman	627,550
5	Self	546,907
6	Soap Opera Digest	434,738
7	Playgirl	428,972
8	Shape	368,440
9	True Story	288,188
10	Prevention	134,240
11	Town & Country	100,884
12	Working Woman	24,666
13	American Baby	0
14	Family/Stateside Ed.	0
15	Hadassah Magazine	0
16	Ladycom	0
	Total	**7,177,756**

% Chg. Avg. News. Circ.

1984 vs. 1983

		%
1	Shape	36.7
2	Soap Opera Digest	25.8
3	Vogue	8.3
4	Town & Country	5.6
5	Prevention	3.1
6	Mademoiselle	1.4
7	American Baby	n/a
8	Family/Stateside Ed.	n/a
9	Hadassah Magazine	n/a
10	Ladycom	n/a
11	New Woman	– 2.7
12	Working Woman	– 4.6
13	Cosmopolitan	– 5.6
14	Self	– 5.6
15	Playgirl	– 8.1
16	True Story	– 10.1

Net Chg. Avg. News. Circ.

1984 vs. 1983

1	Shape	98,960
2	Soap Opera Digest	89,281
3	Vogue	56,646
4	Mademoiselle	11,327
5	Town & Country	5,337
6	Prevention	4,095
7	American Baby	n/a
8	Family/Stateside Ed.	n/a
9	Hadassah Magazine	n/a
10	Ladycom	n/a
11	Working Woman	– 1,179
12	New Woman	– 17,588
13	Self	– 32,499
14	True Story	– 32,513
15	Playgirl	– 37,638
16	Cosmopolitan	– 156,649
	Total	**– 12,420**

% Chg. News. Revenue

1984 vs. 1983

		%
1	Shape	36.7
2	Soap Opera Digest	33.9
3	Mademoiselle	11.8
4	Working Woman	11.4
5	Vogue	9.7
6	Town & Country	5.6
7	Cosmopolitan	5.2
8	Self	4.1
9	Prevention	3.1
10	Playgirl	0.3
11	American Baby	n/a
12	Family/Stateside Ed.	n/a
13	Hadassah Magazine	n/a
14	Ladycom	n/a
15	New Woman	– 2.7
16	True Story	– 8.7

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Advertising Director: Janice Grossman
Other key contacts: Lori Zelikow, Advertising Manager

Editorial Description: New Woman is a magazine for the thinking woman. Its object is to give guidance, information, a new image and a new way of life to female doers. It is edited to give women examples of new lifestyles, career-and-love kind of life rather than the either or—career or love—choice. Regular features include financial advice, advice on legal rights, divorce, building a business on a shoestring, humor, entertainment, beauty, fashion, travel, female pacesetters in the industry and the professions.

Member: ABC
Primary SRDS Classification No.: 49

Playgirl

Playgirl, Inc.
3420 Ocean Park Boulevard, Suite 3000
Santa Monica, CA 90405
(213) 450-0900
Year founded: 1973
Published: Monthly

Publisher: Ira Ritter
Other key contacts: Pat Sage, Midwest Advertising Manager; Daniel Chiafair, Vice President Advertising

Editorial Description: Playgirl is edited as an entertainment source for women. Articles range from frank discussions on sex to career information, political issues, the arts and entertainment. Fashion, fitness and health are accompanied by lifestyle features including male photography and centerfolds, home entertainment, food and beverages.

Member: ABC

Primary SRDS Classification No. 49

Prevention

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1950
Published: Monthly
Publisher: Marshall Ackerman
Advertising Director: Jim Sutherland, Associate Publisher/Advertising
Other key contacts: Cerf Berkley, Advertising Manager

Editorial Description: Prevention, edited under the supervision of an Advisory Board of physicians and nutritionists, is published for the woman whose interest in nutrition, appearance, and exercise is an important force in her life. It provides the latest information about nutrition, fitness techniques, pharmaceutical products, and new medical technologies, in order to help readers improve their personal health initiatives and enable them to be knowledgeable consumers when professional medical aid is desired. Articles cover food products, beauty aids, appliances, travel and other aspects of today's healthy lifestyle

Member: ABC
Primary SRDS Classification No.: 23

Self

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1979
Published: Monthly

Publisher: J. Kevin Madden
Advertising Director: William J. Abbott
Editorial Description: Self is edited for the active woman of the '80's, and concentrates editorially ▶

WOMEN'S LIFESTYLES

Continued

Magazine Profiles

on information designed to assist a busy woman living in two worlds: business and home. Editorial features self-improvement in the areas of health & beauty, diet & nutrition, money management, emotional well-being and entertaining.

Member: ABC

Primary SRDS Classification No. 49

Shape

Shape Magazine, Inc.
21100 Erwin Street
Woodland Hills, CA 91367
(818) 704-8905
Year founded: 1981
Published: Monthly

Publisher: Joe Weider
Advertising Director: Gregg Loria
Other key contacts: Warren Wanderer, Eastern Advertising Manager; Tim Hamill, Midwestern Advertising Manager; Bruce Loria, Western Advertising Manager

Editorial Description: Shape is the fitness lifestyle magazine for women devoted to scientific guidance in nutrition, exercise, physiology, sports and various areas relative to beauty built from the inside out. Regular features are provided by those in the medical, sports, and nutrition world. Shape is written for today's physically active woman.

Member: ABC
Primary SRDS Classification No. 49

Soap Opera Digest

Network Publishing Corporation
254 West 31st Street
New York, NY 10001
(212) 947-6300
Year founded: 1976
Published: Biweekly

Publisher: Marc T. Liu
Advertising Director: Rachel Britapaga

Editorial Description: Soap Opera Digest offers insight into the emotions, thoughts and relationships of people. Interviews and feature stories explore how people interact. Soap Opera Digest also synopsizes the shows, and gives in depth, behind the scenes reports on the daytime industry and its participants.

Member: ABC

Primary SRDS Classification No. 49

Town & Country

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5000
Year founded: 1846
Published: Monthly

Publisher: Frederick Jackson
Advertising Director: Marcia Miller
Other key contacts: Mark Neider, Director of Marketing

Editorial Description: Town & Country Magazine is a service publication for the affluent, covering a wide range of the interests of these people. Predominant among these interests are travel, the home, personalities, fashion, beauty, cultural areas, gourmet foods and liquors, and social happenings.

Member: ABC

Primary SRDS Classification No. 22

True Story

Macfadden Women's Group
215 Lexington Avenue
New York, NY 10016
(212) 340-7500
Year founded: 1919
Published: Monthly

Publisher: John J. Fitzpatrick, Vice President

Editorial Description: True Story magazine is edited as a full service magazine for the young working class woman, and its stories reflect her world. In addition to story editorial, regular service features include recipes and food preparation, beauty and grooming, home management, child care, personal advice columns and health articles.

Member: ABC

Primary SRDS Classification No. 49

Vogue

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1892
Published: Monthly

Publisher: Richard A. Shortway
Advertising Director: David Rubin
Other key contacts: Norman Waterman, Advertising Manager

Editorial Description: Vogue is edited for the woman who considers fashion a way of life. The magazine's editorial pages cover fashion, beauty, health, fitness, travel, the arts, money, food, entertaining and home furnishings. Vogue also features interviews and articles by contributing writers.

Member: ABC

Primary SRDS Classification No. 49

Working Woman

Hal Publications, Inc.
342 Madison Avenue
New York, NY 10173
(212) 309-9800
Year founded: 1976
Published: Monthly

Publisher: Carol A. Taber
Advertising Director: Beth E. Sullivan
Other key contacts: Matthew D. Roberts, Marketing Director

Editorial Description: Working Woman is edited for women who are in management careers, in business. Contents include a special section devoted to entrepreneurs, as well as articles on business news, business and economic trends, technology, law, politics, current issues, finance, investment options, career fields, management, the social and behavioral sciences, travel and other lifestyle editorial as well as fashion, health and entertaining.

Member: ABC

Primary SRDS Classification No. 49

THE MAGNET
The new CBS Magazine Network

REACHING MORE THAN 20 MILLION PASSIONATE CONSUMERS.

☐ ROAD & TRACK ☐ AMERICAN PHOTOGRAPHER ☐ SKIING
☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Women's Service

Market Highlights

CIRCULATION:

SISTERS SLIP SLIGHTLY BUT STILL DOMINATE

Although the Seven Sisters slip a bit (biggest loss 4.5%) in overall circulation, their tremendous numbers put this market at number two in The FOLIO:400. Three smaller books in the market, *Crafts* (up 31.5%), *Country Living* (up 29.6%) and *Working Mother* (up 15%) serve considerably more women than they did last year. Two of the Seven Sisters push subs up dramatically. *Family Circle* increases its sub circ 77.9%. *Woman's Day* adds 36.5% more subscribers to its list.

AD PAGES:

SMALLER BOOKS POST BIGGEST GAINS

Five Sisters add pages versus 1983, led by *Better Homes and Gardens* (up 9%). But the top growth belongs to two smaller books: *Country Living* (25%) and *Crafts* (17.2%). The market adds over 700 pages. *Good Housekeeping* remains ad page leader with 2,032 pages in '84, but *Family Circle* narrows the gap from first to second place to 229 pages.

REVENUE:

MARKET TOPS $1.4 BILLION MARK; ALL TITLES GAIN

The market pulls in nearly a *billion and a half dollars* in 1984, making it the fourth-biggest earner in The FOLIO: 400. Six books increase total revenue by more than 10%. *Family Circle* and *Woman's Day* drive up sub dollars dramatically: *FC* 94.9% and *WD* 50.7%.

Twelve titles swell ad coffers in the double digits, led by *Country Living* (71.5%), *Crafts* (48.5%) and *Working Mother* (30.2%). Least productive revenue source: newsstand. Still, *Crafts, CL* and *Good Housekeeping* post solid increases.

A SELF PORTRAIT.

"The last thing I want is the same 'look' day-in and day-out. So my make-up runs the spectrum. From bright new fashion colors to more subtle earth tones.

"What has SELF® shown me about beauty? For one thing, never hesitate when I have the urge to experiment.

"For another, never create a look that masks who I am."

SELF
BARE-BODY POISE
CLASSY, PRETTY LOOKS

If it didn't exist, someone would have to invent it.

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WOMEN'S SERVICE

Ad Pages

1	Good Housekeeping	2,032
2	Family Circle	1,803
3	Woman's Day	1,527
4	Better Homes and Gardens	1,499
5	Ladies' Home Journal	1,262
6	McCall's	1,193
7	Redbook	1,176
8	Essence	1,015
9	Parents	1,002
10	Working Mother	872
11	Country Living	796
12	Crafts Magazine	770
13	New Woman	564
14	American Baby	485
15	Creative Ideas f. Living	471
16	The Workbasket	386
	Total	**16,853**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Country Living	25.0
2	Crafts Magazine	17.2
3	Better Homes and Gardens	9.0
4	Parents	8.8
5	Ladies' Home Journal	8.5
6	McCall's	7.8
7	American Baby	7.7
8	Working Mother	7.6
9	Redbook	7.1
10	Creative Ideas f. Living	6.1
11	Essence	4.9
12	Family Circle	0.9
13	New Woman	0.5
14	The Workbasket	– 2.8
15	Good Housekeeping	– 3.1
16	Woman's Day	– 4.8

Net Chg. Ad Pages

1984 vs. 1983

1	Country Living	160
2	Better Homes and Gardens	123
3	Crafts Magazine	113
4	Ladies' Home Journal	99
5	McCall's	86
6	Parents	81
7	Redbook	78
8	Working Mother	62
9	Essence	48
10	American Baby	35
11	Creative Ideas f. Living	27
12	Family Circle	16
13	New Woman	3
14	The Workbasket	– 11
15	Good Housekeeping	– 64
16	Woman's Day	– 77
	Total	**779**

Avg. Ad Pages/Copy

1	Good Housekeeping	169
2	Better Homes and Gardens	125
3	Family Circle	106
4	Ladies' Home Journal	105
5	Woman's Day	102
6	McCall's	99
7	Redbook	98
8	Essence	85
9	Parents	84
10	Working Mother	73
11	Country Living	66
12	Crafts Magazine	64
13	New Woman	47
14	American Baby	40
15	Creative Ideas f. Living	39
16	The Workbasket	39

Ad Revenue

		$000
1	Good Housekeeping	133,313
2	Family Circle	130,692
3	Better Homes and Gardens	126,134
4	Woman's Day	110,367
5	McCall's	76,274
6	Ladies' Home Journal	66,537
7	Redbook	53,095
8	Parents	31,016
9	Country Living	15,942
10	Essence	13,383
11	Working Mother	11,016
12	American Baby	9,818
13	New Woman	6,976
14	Creative Ideas f. Living	5,400
15	The Workbasket	2,464
16	Crafts Magazine	2,233
	Total	**794,660**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Country Living	71.5
2	Crafts Magazine	48.5
3	Working Mother	30.2
4	Creative Ideas f. Living	20.0
5	Redbook	19.3
6	Parents	18.7
7	McCall's	18.5
8	Ladies' Home Journal	15.9
9	Better Homes and Gardens	15.7
10	New Woman	11.4
11	Family Circle	10.0
12	Essence	8.4
13	American Baby	8.0
14	The Workbasket	6.7
15	Good Housekeeping	4.9
16	Woman's Day	4.5

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Better Homes and Gardens	17,124
2	McCall's	11,931
3	Family Circle	11,924
4	Ladies' Home Journal	9,119
5	Redbook	8,599
6	Country Living	6,645
7	Good Housekeeping	6,217
8	Parents	4,881
9	Woman's Day	4,722
10	Working Mother	2,552
11	Essence	1,037
12	Creative Ideas f. Living	900
13	American Baby	723
14	Crafts Magazine	729
15	New Woman	712
16	The Workbasket	154
	Total	**87,969**

Avg. Edit. Pgs./Copy

1	Good Housekeeping	140
2	Creative Ideas f. Living	106
3	Redbook	98
4	Better Homes and Gardens	91
5	Country Living	91
6	Family Circle	87
7	Ladies' Home Journal	87
8	McCall's	82
9	Woman's Day	81
10	Parents	75
11	New Woman	70
12	Essence	68
13	Working Mother	60
14	Crafts Magazine	59
15	The Workbasket	39
16	American Baby	37

►

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REACHING MORE THAN 20 MILLION PASSIONATE CONSUMERS.

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☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Figures are Folio estimates for the calendar year 1984.

WOMEN'S SERVICE

Continued

Average Circulation

1	Better Homes and Gardens	8,031,119
2	Family Circle	6,964,366
3	Woman's Day	6,676,726
4	McCall's	6,267,710
5	Good Housekeeping	5,240,543
6	Ladies' Home Journal	5,089,445
7	Redbook	3,974,470
8	The Workbasket	1,784,061
9	Parents	1,687,139
10	Country Living	1,251,870
11	New Woman	1,012,153
12	American Baby	1,001,074
13	Creative Ideas f. Living	737,390
14	Essence	700,395
15	Working Mother	518,009
16	Crafts Magazine	498,255
	Total	**51,434,725**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	Crafts Magazine	31.5
2	Country Living	29.6
3	Working Mother	15.0
4	Creative Ideas f. Living	3.8
5	Redbook	0.6
6	American Baby	0.0
7	Better Homes and Gardens	0.0
8	Essence	0.0
9	Parents	-0.4
10	McCall's	-0.8
11	New Woman	-1.7
12	Ladies' Home Journal	-2.6
13	The Workbasket	-2.7
14	Good Housekeeping	-3.1
15	Family Circle	-4.0
16	Woman's Day	-4.5

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Country Living	286,218
2	Crafts Magazine	119,273
3	Working Mother	67,625
4	Creative Ideas f. Living	26,773
5	Redbook	23,443
6	Essence	158
7	American Baby	-139
8	Better Homes and Gardens	-1,254
9	Parents	-6,766
10	New Woman	-17,582
11	The Workbasket	-49,673
12	McCall's	-50,084
13	Ladies' Home Journal	-137,131
14	Good Housekeeping	-166,416
15	Family Circle	-287,165
16	Woman's Day	-313,123
	Total	**-505,843**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Good Housekeeping	309
2	Better Homes and Gardens	216
3	Redbook	196
4	Family Circle	194
5	Ladies' Home Journal	192
6	McCall's	182
7	Woman's Day	182
8	Parents	159
9	Country Living	158
10	Essence	152
11	Creative Ideas f. Living	146
12	Working Mother	132
13	Crafts Magazine	123
14	New Woman	117
15	The Workbasket	78
16	American Baby	77

Total Revenue

	ad rev. + circ. rev.	$000
1	Family Circle	221,980
2	Good Housekeeping	221,743
3	Better Homes and Gardens	204,949
4	Woman's Day	198,491
5	McCall's	142,268
6	Ladies' Home Journal	136,600
7	Redbook	92,662
8	Parents	49,443
9	Country Living	37,606
10	New Woman	25,375
11	Essence	21,480
12	Working Mother	17,380
13	Creative Ideas f. Living	12,758
14	American Baby	10,845
15	The Workbasket	10,290
16	Crafts Magazine	10,116
	Total	**1,413,986**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Country Living	43.8
2	Crafts Magazine	37.1
3	Working Mother	31.2
4	Better Homes and Gardens	14.3
5	Parents	11.4
6	Redbook	10.2
7	American Baby	9.1
8	Creative Ideas f. Living	8.7
9	McCall's	7.4
10	Essence	6.9
11	Ladies' Home Journal	6.6
12	Family Circle	6.3
13	Good Housekeeping	5.8
14	Woman's Day	5.3
15	New Woman	1.4
16	The Workbasket	0.5

Subscription Revenue

		$000
1	Better Homes and Gardens	69,052
2	McCall's	52,298
3	Ladies' Home Journal	52,115
4	Good Housekeeping	45,466
5	Redbook	27,692
6	Parents	16,530
7	Country Living	11,360
8	The Workbasket	7,531
9	Creative Ideas f. Living	6,632
10	Working Mother	5,978
11	New Woman	5,220
12	Crafts Magazine	4,612
13	Essence	4,482
14	Family Circle	3,093
15	American Baby	1,027
16	Woman's Day	906
	Total	**313,994**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Family Circle	94.9
2	Woman's Day	50.7
3	Working Mother	40.9
4	Country Living	36.6
5	Crafts Magazine	34.2
6	American Baby	21.8
7	Better Homes and Gardens	15.0
8	Creative Ideas f. Living	4.6
9	Good Housekeeping	2.6
10	Essence	1.3
11	Parents	1.0
12	New Woman	0.1
13	The Workbasket	-0.8
14	Redbook	-2.3
15	Ladies' Home Journal	-3.0
16	McCall's	-4.3

▶

The Folio:400

A limited number of additional copies of The Folio:400 is available while supplies last. To reserve your copy(ies), send a check or money order for $25 each (includes second class postage. For first class, add $5), to:

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New Canaan, CT 06840-4006

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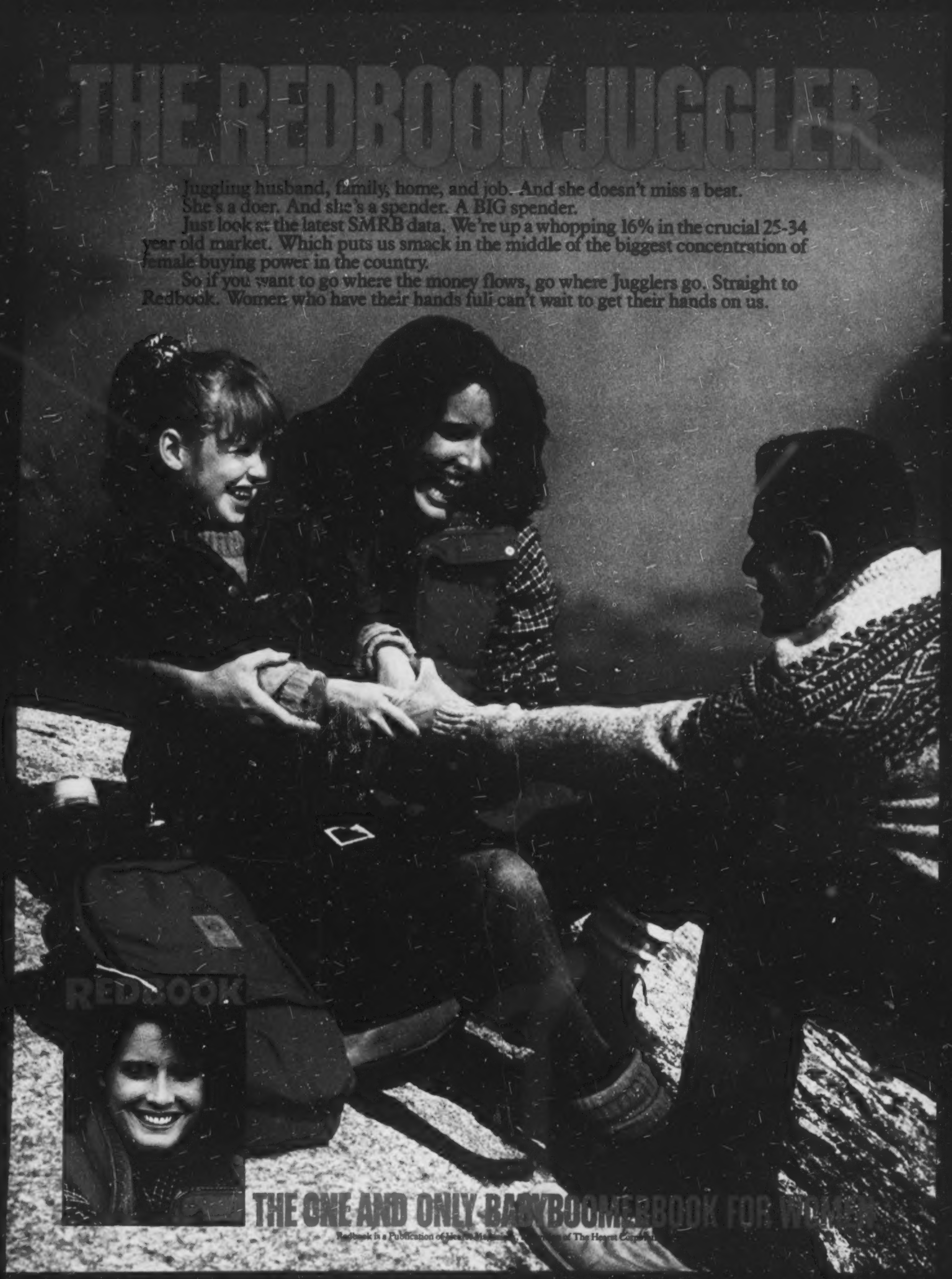
Figures are FOLIO estimates for the calendar year 1984.



THE REDBOOK JUGGLER

Juggling husband, family, home, and job. And she doesn't miss a beat. She's a doer. And she's a spender. A BIG spender.

Just look at the latest SMRB data. We're up a whopping 16% in the crucial 25-34 year old market. Which puts us smack in the middle of the biggest concentration of female buying power in the country.

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THE ONE AND ONLY BABYBOOMERBOOK FOR WOMEN

Redbook is a Publication of Hearst Magazines, a Division of The Hearst Corporation

WOMEN'S SERVICE

Continued

Avg. Subscrip. Circ.

1	Better Homes and Gardens	7,488,786
2	McCall's	5,506,841
3	Ladies' Home Journal	4,092,310
4	Good Housekeeping	3,404,491
5	Redbook	3,314,733
6	The Workbasket	1,754,636
7	Parents	1,595,488
8	Country Living	811,524
9	Creative Ideas f. Living	702,795
10	Working Mother	501,539
11	Essence	491,224
12	New Woman	384,604
13	Crafts Magazine	345,974
14	Family Circle	226,784
15	American Baby	115,665
16	Woman's Day	69,246
	Total	**30,806,640**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Family Circle	77.9
2	Woman's Day	36.5
3	Country Living	35.1
4	Crafts Magazine	30.9
5	American Baby	29.8
6	Working Mother	17.4
7	Creative Ideas f. Living	5.9
8	Essence	2.6
9	Better Homes and Gardens	0.4
10	Parents	0.4
11	New Woman	0.0
12	Redbook	-0.4
13	Good Housekeeping	-0.8
14	McCall's	-1.1
15	The Workbasket	-2.4
16	Ladies' Home Journal	-4.5

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Country Living	210,619
2	Family Circle	99,280
3	Crafts Magazine	81,723
4	Working Mother	74,358
5	Creative Ideas f. Living	38,918
6	Better Homes and Gardens	27,638
7	American Baby	26,557
8	Woman's Day	18,507
9	Essence	12,669
10	Parents	5,676
11	New Woman	6
12	Redbook	-11,712
13	Good Housekeeping	-26,845
14	The Workbasket	-43,093
15	McCall's	-61,181
16	Ladies' Home Journal	-190,839
	Total	**262,281**

Newsstand Revenue

		$000
1	Family Circle	88,195
2	Woman's Day	87,219
3	Good Housekeeping	42,964
4	Ladies' Home Journal	17,948
5	McCall's	13,696
6	New Woman	13,179
7	Redbook	11,875
8	Country Living	10,304
9	Better Homes and Gardens	9,762
10	Essence	3,614
11	Crafts Magazine	3,271
12	Parents	1,897
13	Creative Ideas f. Living	727
14	Working Mother	385
15	The Workbasket	294
16	American Baby	0
	Total	**305,330**

Avg. Newsstand Circ.

1	Family Circle	6,737,582
2	Woman's Day	6,607,480
3	Good Housekeeping	1,836,053
4	Ladies' Home Journal	997,135
5	McCall's	760,869
6	Redbook	659,737
7	New Woman	627,550
8	Better Homes and Gardens	542,334
9	Country Living	440,346
10	Essence	209,171
11	Crafts Magazine	152,281
12	Parents	91,651
13	Creative Ideas f. Living	34,596
14	The Workbasket	29,425
15	Working Mother	16,470
16	American Baby	0
	Total	**19,742,680**

% Chg. Avg. News. Circ.

	1984 vs. 1983	%
1	Crafts Magazine	32.7
2	Country Living	20.7
3	Ladies' Home Journal	5.7
4	Redbook	5.6
5	McCall's	1.5
6	American Baby	0.0
7	New Woman	-2.7
8	Woman's Day	-4.8
9	Better Homes and Gardens	-5.1
10	Family Circle	-5.4
11	Essence	-5.6
12	Good Housekeeping	-7.1
13	Parents	-12.0
14	The Workbasket	-18.3
15	Creative Ideas f. Living	-26.0
16	Working Mother	-29.0

Net Chg. Avg. News. Circ.

	1984 vs. 1983	
1	Country Living	75,599
2	Ladies' Home Journal	53,709
3	Crafts Magazine	37,549
4	Redbook	35,155
5	McCall's	11,096
6	American Baby	n/a
7	The Workbasket	-6,580
8	Working Mother	-6,733
9	Creative Ideas f. Living	-12,146
10	Parents	-12,442
11	Essence	-12,512
12	New Woman	-17,588
13	Better Homes and Gardens	-28,892
14	Good Housekeeping	-139,572
15	Woman's Day	-331,630
16	Family Circle	-386,445
	Total	**-741,432**

% Chg. News. Revenue

	1984 vs. 1983	%
1	Crafts Magazine	34.2
2	Country Living	20.7
3	Good Housekeeping	12.6
4	Essence	8.7
5	Woman's Day	6.1
6	Ladies' Home Journal	5.7
7	Redbook	5.6
8	McCall's	1.5
9	Parents	1.2
10	American Baby	0.0
11	Family Circle	-0.2
12	New Woman	-2.7
13	Better Homes and Gardens	-5.1
14	The Workbasket	-11.1
15	Creative Ideas f. Living	-19.3
16	Working Mother	-29.0

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MAGAZINE PROFILES

American Baby

American Baby, Inc.
575 Lexington Avenue
New York, NY 10022
(212) 752-0775
Year founded: 1936
Published: Monthly

Publisher: Alan Goldberg
Advertising Director: Neil Bookman
Other key contacts: Mark Levine, Vice President; Charles Rich, Western Advertising Manager

Editorial Description: American Baby is edited as a guidebook for expectant and new parents, with emphasis on the physical and mental well-being of mother and baby. Articles deal with pre-natal and post-natal health; infant care, including physical and emotional health; early learning and pre-nursery school education; plus pictorial features on new goods and services for mother and baby; including maternity and infant fashions, nursery furniture and accessories, wheel goods, toys, cosmetics and toiletries. Its editorial goal is to help young parents with maternal and baby care, and inform them of new developments in related fields.

Primary SRDS Classification No. 5

Better Homes and Gardens

Meredith Corporation
Locust at 17th
Des Moines, IA 50336
(515) 284-3000
Year founded: 1922
Published: Monthly

Publisher: J. Wesley Silk
Advertising Director: Lennox E. H. Stuart
Other key contacts: Del Rusher, Associate Publisher; Terry Unsworth, Director of Publishing Services

Editorial Description: Better Homes and Gardens is edited for husbands and wives who have a serious interest in home and family as the focal point of their lives. Better Homes and Gardens covers in-depth these home and family subjects: food and appliances, building and handyman, decorating, family money management, gardening, travel, health, cars in your family, home and family entertainment, new product information and shopping.

Member: ABC, PIB, MPA

Primary SRDS Classification No. 24

Country Living

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 262-5700
Year founded: 1978
Published: Monthly

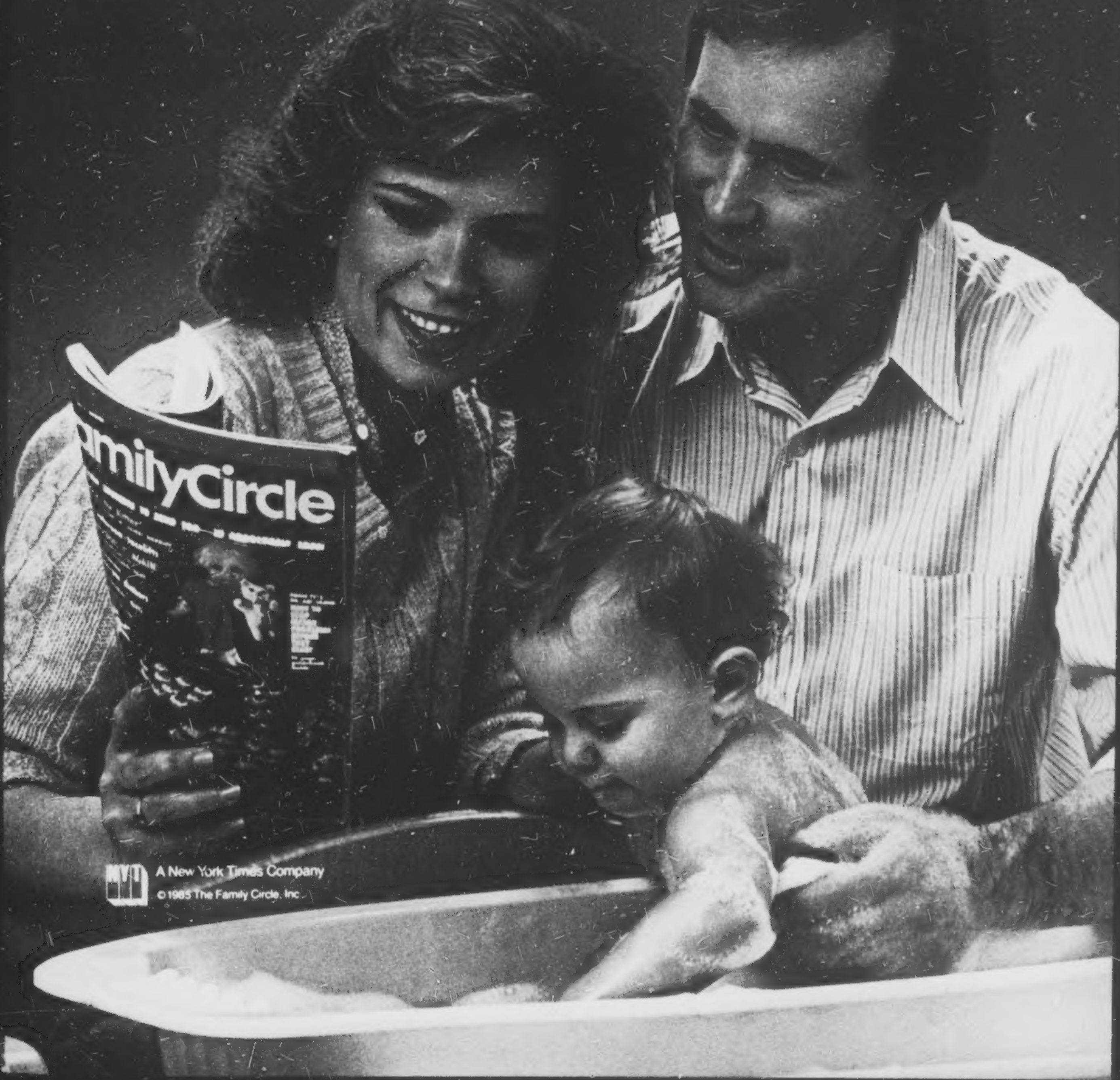
Publisher: Richard Sarno
Advertising Director: Louis G. Pepe
Other key contacts: Victoria Lasdon, New York Manager; Peter L. Miller, Midwestern Manager; Owen C. Buckley, Western Manager
Editorial Description: Country Living is a home-service magazine edited for suburban and city dwellers, who want to create the warmth and charm of a country lifestyle. Articles range from decorating with antiques and reproductions to buying an old home, building a new home to cooking country cuisine. Country cooking, kitchen planning, home entertainment, decorating, creative crafts, energy conservation, gardening, interior design, real estate and house plans to buy are included in each issue. Regular contributors write on food and wine, furniture refinishing and decorating, travel and home remodeling. Previews of products available in today's market to create a "country look" are regularly featured.
Member: ABC
Primary SRDS Classification No. 24

▶

Figures are FOLIO estimates for the calendar year 1984.

FamilyCircle. Just for the help of it!

Bringing up baby takes *both* parents – and all the help they can get. Family Circle helps with the latest news on raising a healthy, happy child. We're there for women in countless other ways, too. We help them keep their waistlines trim. Their clothes current. Their resumes up-to-date. We help clear the air on environmental issues. That's why six to eight million women go out and buy each issue at retail. We *know* our readers want us. *Need* us. Each and every issue. Our advertisers know it, too. They know that more women act on what they read in Family Circle than any other magazine. Family Circle not only helps babies grow. We help our advertisers grow, too.



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WOMEN'S SERVICE

Continued

Crafts Magazine

PJS Publications, Inc.
P.O. Box 1790
Peoria, IL 61656
(309) 682-6626
Year founded: 1978
Published: Monthly

Publisher: Jerry R. Constantino
Advertising Director: Art Setterlund
Other key contacts: Terry Bredenberg, Executive Advertising Director

Editorial Description: Crafts Magazine is edited for the crafts enthusiast and for the person just getting interested in crafts. Editorial content emphasizes new and varied how-to projects on crafts for the home or for personal use or wear, made from products generally available in craft supply stores. Other types of articles include: buying and using different craft products to improve craft knowledge and skills; special craft techniques; projects for children and adult groups. Departments: new products and new books.

Member: ABC

Primary SRDS Classification No. 11

Creative Ideas for Living

Southern Progress Corporation
500 Office Park Drive
P.O. Box 2522
Birmingham, AL 35201
(205) 877-6470
Year founded: 1969
Published: Monthly

Publisher: Richard M. Fontana, Jr.
Advertising Director: Howard Gurian
Other key contacts: Linda James, New York Advertising Manager; Chris Lordots, Chicago Advertising Manager; Lynn Theard, Los Angeles Advertising Manager; Sandra Russell, West Mail Order; Debbie Mignucci, East Mail Order

Editorial Description: Creative Ideas for Living is a visual demonstration of crafts used in home decorating, fashion sewing, creative cooking and gift giving. It is edited for the creative individual who seeks to express his/her individuality through crafts. Featured crafts include knitting, crochet, cross-stitch, and other needlecrafts, quilting, sewing, woodworking, painting, decorative finishes, crafts with natural material and more. Readers are guided step-by-step through each project, then shown how to use the finished project in a room setting, for gift giving or entertaining, or in the wardrobe. "Worth A Try," "Hot Line," "Shopping Information," etc., provide product sources plus advice for the creative "Do-it-yourselfer."

Member: ABC

Primary SRDS Classification No. 11

Essence

Essence Communications, Inc.
1500 Broadway
New York, NY 10036
(212) 730-4260
Year founded: 1970
Published: Monthly

Publisher: Ed Lewis
Advertising Director: Dinah Robinson
Other key contacts: Clarence O. Smith, President

Editorial Description: Essence is the magazine for today's Black woman. Edited for career-minded, sophisticated and independent achievers, Essence's editorial is dedicated to helping its readers attain their maximum potential in various lifestyles and roles. The editorial content includes career and educational opportunities; fashion and beauty; investing and money management; health and fitness; parenting; information on home decorating and food; travel; cultural reviews; fiction; and profiles of achievers and celebrities.

Member: ABC

Primary SRDS Classification No. 49

Family Circle

The Family Circle Inc.
488 Madison Avenue
New York, NY 10022
(212) 593-8000
Year founded: 1932
Published: 17x per year

Publisher: Thomas C. Redd, Senior Vice President
Advertising Director: James Fraguella, Vice President
Other key contacts: Susan Baron, Eastern Advertising Sales Manager; Pamela Johnson, Midwestern Advertising Sales Manager; Hal Shields, New York Advertising Sales Manager

Editorial Description: Family Circle is primarily a service magazine covering major areas of interest to women, such as food, home, decorating, good looks, health, child care, money management, family relationships, crafts, travel and careers. It provides ideas and information in these areas with the aim of being useful and instructive.

Member: ABC

Primary SRDS Classification No. 49

Good Housekeeping

Hearst Magazines
959 Eighth Avenue
New York, NY 10019
(212) 262-5700
Year founded: 1885
Published: Monthly

Publisher: Louis E. Porterfield
Advertising Director: William T. Hunt
Other key contacts: Raymond J. Peterson, Publishing Director

Editorial Description: Good Housekeeping is edited primarily for homemakers. Interests: food, fashion, beauty, decorating, household appliances, needlecrafts, home maintenance, diet, health, interpersonal relations in and outside the home, social problems, personalities, fiction, current affairs. Regular column subjects include psychological self-help, etiquette, medicine, and consumer problems. Plus The Better Way, a special section of hard-fact information.

Member: ABC

Primary SRDS Classification No. 49

Ladies' Home Journal

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1883
Published: Monthly

Publisher: Robert D. Thomas
Advertising Director: Gregory W. Dunn
Other key contacts: Mitch Lurin, Director of Marketing Services

Editorial Description: Ladies' Home Journal is edited for today's woman, addressing the challenges she actively faces in her multifaceted life. Each issue has a wide spectrum of service and feature material including food, decorating, health and diet, beauty and fashion, child care, as well as articles, fiction, reportage, book excerpts, personality profiles and interviews, and stories of human interest and personal fulfillment. Regular features include "Can This Marriage Be Saved?," "A Woman Today," "Medinews," and "Money News."

Member: ABC

Primary SRDS Classification No. 49

McCall's

The McCall Publishing Company
230 Park Avenue
New York, NY 10169
(212) 551-9500
Year founded: 1876
Published: Monthly

Publisher: Raymond Eyes
Advertising Director: Frank Zilla

Editorial Description: McCall's is edited for the contemporary woman. It keeps her up-to-date in every facet of her life—from the very personal questions of human relations to the last minute word on career, politics, finance and health. Each issue features food, beauty, fashion and home management service, fiction, book excerpts and in-depth profiles of personalities in the news.

Member: ABC

Primary SRDS Classification No. 49

New Woman

News Group Magazines
215 Lexington Avenue
New York, NY 10016
(212) 685-4790
Year founded: 1971
Published: Monthly

Publisher: Pat Miller
Advertising Director: Janice Grossman
Other key contacts: Lori Zelikow, Advertising Manager

Editorial Description: New Woman is a magazine for the thinking woman. Its object is to give guidance, information, a new image and a new way of life to female doers. It is edited to give women examples of new lifestyles, career-and-love kind of life rather than the either or—career or love—choice. Regular features include financial advice, advice on legal rights, divorce, building a business on a shoestring, humor, entertainment, beauty, fashion, travel, female pacesetters in industry and the professions.
Member: ABC

Primary SRDS Classification No.: 49

Parents

Gruner + Jahr USA Publishing
685 Third Avenue
New York, NY 10017
(212) 878-8700
Year founded: 1926
Published: Monthly
Publisher: John G. Hahn
Advertising Director: Vincent DePierro ▶

the eighth sister

great body
Savvy
Breaking Through To the Top
73 Women Ready to Run Corporate America
McCall's
GET TRIM NOW!
how to dress right
REDBOOK
HOW TO OPEN UP A CLOSED MAN
New Woman
Ms
WOMEN—A NEW SUPERPOWER?
HOW TO BUILD A BASIC WORKING WARDROBE
SEX ETIQUETTE
RUSH-HOUR RECIPES FOR EVERY WORKING DAY
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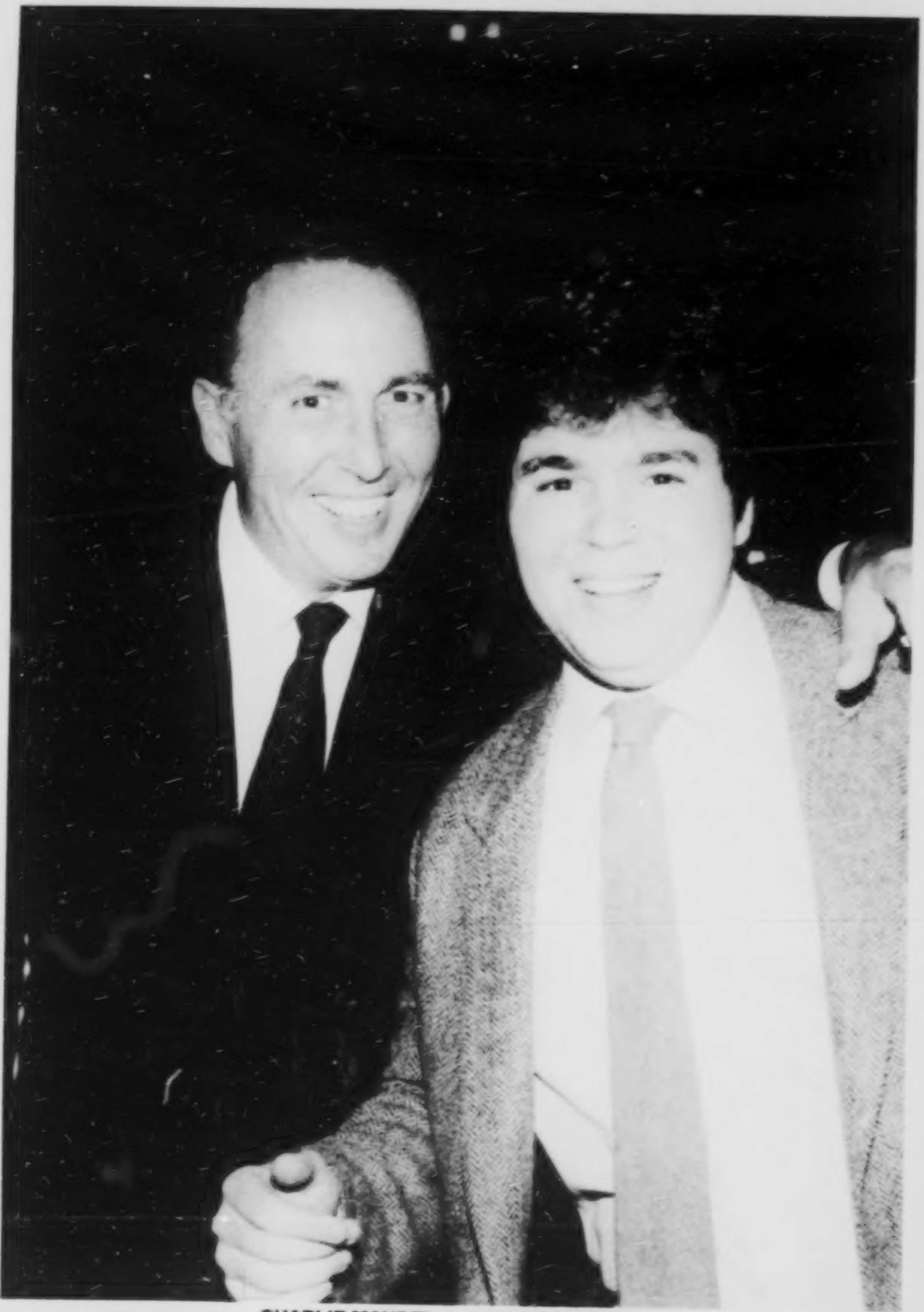

CHARLIE MANDEL MARC MANDEL

Q: Why do these two people look like they are having such a good time?
A: Because they are.

Q: What do these two people call themselves?
A: "The proudest publisher and the son of the proudest publisher."

Q: What do they do that's so enjoyable?
A: They work for Media Peop¢le. The only trade journal in this business that people read for the fun of it!

Q: Why don't you put a little fun in your life and subscribe to Media Peop¢le now?
A: I don't know. Maybe I should.

Media Peop¢le

Media Peop¢le

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WOMEN'S SERVICE

Continued

Magazine Profiles

Editorial Description: Parents is edited for young women 18-34 with growing children. Editorial coverage emphasizes family formation and growth, focusing on the day-to-day needs and concerns of today's woman and her family. Regular departments include: Food, Home, Beauty, Fashion, As They Grow (Eight part feature on Pregnancy and Birth, Child Development), Love and Marriage, Almanac, Lifestyle, Education, Fathers, How To, Pet Set, Money Lines.

Member: ABC

Primary SRDS Classification No. 49

Redbook

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-8258
Year founded: 1903
Published: Monthly

Publisher: Alan M. Waxenberg
Advertising Director: Richard J. Sarno

Editorial Description: Redbook is edited for young women today, who are juggling the demands and rewards of husband, child and jobs. Articles are geared towards helping her make "first-time" decisions in her complicated life ranging from personal relationships, home, money management, children and childcare to beauty, fashion, fiction, food and nutrition.

Member: ABC

Primary SRDS Classification No. 49

Woman's Day

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6000
Year founded: 1937
Published: 17x per year (for 1985)

Publisher: Anne Sutherland
Advertising Director: Robert Mate
Other key contacts: Gregory Coleman, National Sales Manager; Don Q. Davidson, Vice President, Associate Publisher

Editorial Description: Woman's Day is written and edited for the contemporary woman. The magazine's editorial centers around the traditional values of Home, Family, Children, Food, Health and Nutrition. How-to Beauty, Fashion and Fitness features are also part of our basic service mix. Special attention is paid to the interests of the working woman with articles focusing on Careers, Money Management, Law, Computer Technology and Relationships.

Member: ABC

Primary SRDS Classification No. 49

The Workbasket

and Home Arts Magazine

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, MO 64111
(816) 531-5730
Year founded: 1935
Published: Monthly (except combined issues, June/July—Nov./Dec.)

Publisher: John E. Tillotson III
Chairman: John E. Tillotson II
Advertising Director: Bradford B. Reynolds

Editorial Description: The Workbasket editorial stresses needlework and home service features with directions for crochet, knitting, tatting, needlepoint, crewel, etc., plus special sections on cooking, home gardening, handcrafts, moneymaking ideas, and general homemaker interests.

Member: ABC, MPA

Primary SRDS Classification No. 49

Working Mother

The McCall Publishing Company
230 Park Avenue
New York, NY 10169
(212) 551-9390
Year founded: 1978
Published: Monthly

Publisher: Raymond Eyes
Advertising Director: Carol Evans
Other key contacts: Dorothy Cameron, Eastern Sales Manager; Peter D. Onorati, Director of Marketing & Resarch

Editorial Description: Working Mother is edited for today's young woman who balances the demands of family, career, and home. Articles and features aim to help our readers get ahead at work, while enjoying the rewards of family life. The editorial focus is on jobs and careers, child rearing, emotional support, finance, time management, fashion and beauty, food and nutrition, and the home. In 1984 two new regular features, Career Options and Work and Marriage, were added to existing favorites, The Healthy Child, Take Care of Yourself, Work World, Smart Money, Home Front, Just For You, Bulletin Board and The Guilt Department.

Member: ABC

Primary SRDS Classification No. 49

THE MAGNET
The new CBS Magazine Network

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☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

AS HER KIDS GROW, SO DO HER NEEDS.

Today, more than ever, mothers are called upon to make complex decisions about their children, their families, themselves. That's why so many turn to Parents for help. And why, as an advertiser, you should use Parents to sell your product. We concentrate on the 18-34 mother who buys a vast range of products for both her family and herself. Only Parents serves her special needs. Talk to her in Parents.

A unique concentration of young mothers.

Parents
Smart Games To Play With Your Child
When Your Child is Home Alone
Exercise During Pregnancy
ADOPTION
Tantrum-Proofing: How to Help

Youth & Teen

Market Highlights

CIRCULATION:

GOOD NEWS/BAD NEWS

Three of six titles report gains versus '83. Big gainer, *Circus Magazine* (smallest circ) negates a dip in subs with a 63.7% gain in newsstand sales, for an overall circulation increase of 56.9%. Reversing *CM*'s pattern, largest circ *Seventeen* drops in single copies, but lifts subs 13.5%, placing second in total circulation gains.

AD PAGES:

SEVENTEEN DOMINATES IN TOTAL PAGES

Three books in this category do not carry advertising. Among the five that do, *Seventeen* carries nearly as many pages as the other four titles combined. But number three page runner, *Circus*, handily takes the top spot in ad-page gains with a 33.3% increase.

REVENUE:

TWO ALL-SUB BOOKS DO WELL: ONE BOOK RECORDS DRAMATIC REVENUE GAINS

Considering their all-sub/no-advertising revenue base, *National Geographic World* and *Highlights for Children* (numbers three and four in total revenue gains) do very well when pitted against their commercial counterparts. *Circus Magazine* nearly sweeps the four revenue gain measurements: number one in ad revenue growth, up 61.4%; number one in newsstand growth, up 63.7%; and number one in total revenue growth, up 58.7%. Big book *Seventeen* also posts strong gains in all revenue measurements, and tops sub dollar gains with a 28.7% increase.

YOUTH & TEEN

Ad Pages

1	Seventeen	1,496
2	'Teen	620
3	Circus Magazine	481
4	Young Miss	386
5	Boys' Life	207
6	Highlights for Children	0
7	Natl. Geographic World	0
8	Sesame Street	0
	Total	3,190

% Chg. Ad Pages

	1984 vs. 1983	%
1	Circus Magazine	33.3
2	Seventeen	13.9
3	Highlights for Children	n/a
4	Natl. Geographic World	n/a
5	Sesame Street	n/a
6	Young Miss	ne
7	'Teen	– 4.7
8	Boys' Life	– 25.4

Net Chg. Ad Pages

	1984 vs. 1983	
1	Seventeen	182
2	Circus Magazine	120
3	Highlights for Children	n/a
4	Natl. Geographic World	n/a
5	Sesame Street	n/a
6	Young Miss	ne
7	'Teen	– 30
8	Boys' Life	– 70
	Total	202

Avg. Ad Pages/Copy

1	Seventeen	125
2	'Teen	52
3	Circus Magazine	40
4	Young Miss	39
5	Boys' Life	17
6	Highlights for Children	n/a
7	Natl. Geographic World	n/a
8	Sesame Street	n/a

Ad Revenue

		$000
1	Seventeen	32,257
2	'Teen	8,815
3	Young Miss	4,432
4	Boy's Life	2,808
5	Circus Magazine	1,733
6	Highlights for Children	0
7	Natl. Geographic World	0
8	Sesame Street	0
	Total	50,045

% Chg. Ad Revenue

	1984 vs. 1983	%
1	Circus Magazine	61.4
2	Seventeen	25.3
3	'Teen	5.4
4	Highlights for Children	n/a
5	Natl. Geographic World	n/a
6	Sesame Street	n/a
7	Young Miss	ne
8	Boys' Life	– 21.4

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	Seventeen	6,505
2	Circus Magazine	659
3	'Teen	448
4	Highlights for Children	n/a
5	Natl. Geographic World	n/a
6	Sesame Street	n/a
7	Young Miss	ne
8	Boys' Life	– 766
	Total	6,846

Avg. Edit. Pgs./Copy

1	Seventeen	93
2	Circus Magazine	80
3	'Teen	62
4	Boys' Life	57
5	Young Miss	50
6	Highlights for Children	43
7	Natl. Geographic World	35
8	Sesame Street	ne

Average Circulation

1	Seventeen	1,719,909
2	Highlights for Children	1,613,500
3	Boys' Life	1,463,047
4	Natl. Geographic World	1,345,339
5	Sesame Street	1,057,082
6	'Teen	1,001,976
7	Young Miss	796,331
8	Circus Magazine	449,814
	Total	9,446,998

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	Circus Magazine	56.9
2	Seventeen	7.1
3	Highlights for Children	3.7
4	Sesame Street	ne
5	Young Miss	ne
6	Boys' Life	– 0.8
7	'Teen	– 1.2
8	Natl. Geographic World	– 9.4

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Circus Magazine	163,164
2	Seventeen	113,706
3	Highlights for Children	57,264
4	Sesame Street	ne
5	Young Miss	ne
6	Boys' Life	– 11,692
7	'Teen	– 12,646
8	Natl. Geographic World	– 139,373
	Total	170,423

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Seventeen	218
2	Circus Magazine	120
3	'Teen	114
4	Young Miss	88
5	Boys' Life	75
6	Highlights for Children	43
7	Natl. Geographic World	35
8	Sesame Street	ne

▶

n/a = not applicable
ne = not estimated

THE MAGNET
The new CBS Magazine Network

REACHING MORE THAN 20 MILLION PASSIONATE CONSUMERS.

☐ ROAD & TRACK ☐ AMERICAN PHOTOGRAPHER ☐ SKIING
☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Figures are FOLIO estimates for the calendar year 1984.

YOUTH & TEEN

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 Seventeen	57,661
2 Highlights for Children	28,236
3 'Teen	21,021
4 Young Miss	13,745
5 Natl. Geographic World	13,063
6 Circus Magazine	12,160
7 Boys' Life	11,113
8 Sesame Street	10,669
Total	**167,668**

% Chg. Total Revenue

1984 vs. 1983	%
1 Circus Magazine	58.7
2 Seventeen	22.7
3 Natl. Geographic World	4.1
4 Highlights for Children	3.7
5 'Teen	1.3
6 Young Miss	ne
7 Sesame Street	−5.7
8 Boys' Life	−6.5

Subscription Revenue

	$000
1 Highlights for Children	28,236
2 Seventeen	16,257
3 Natl. Geographic World	13,063
4 Boys' Life	8,305
5 Young Miss	8,017
6 Sesame Street	7,725
7 'Teen	7,221
8 Circus Magazine	442
Total	**89,266**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Seventeen	28.7
2 'Teen	9.8
3 Natl. Geographic World	4.1
4 Highlights for Children	3.7
5 Sesame Street	ne
6 Young Miss	ne
7 Boys' Life	−0.1
8 Circus Magazine	−9.3

Avg. Subscrip. Circ.

1 Highlights for Children	1,613,500
2 Boys' Life	1,463,047
3 Natl. Geographic World	1,345,339
4 Seventeen	1,211,704
5 Sesame Street	798,830
6 'Teen	725,038
7 Young Miss	709,965
8 Circus Magazine	23,125
Total	**7,890,548**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 Seventeen	13.5
2 'Teen	4.7
3 Highlights for Children	3.7
4 Sesame Street	ne
5 Young Miss	ne
6 Boys' Life	−0.8
7 Natl. Geographic World	−9.4
8 Circus Magazine	−10.9

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 Seventeen	144,312
2 Highlights for Children	57,264
3 'Teen	32,645
4 Sesame Street	ne
5 Young Miss	ne
6 Circus Magazine	−2,831
7 Boys' Life	−11,692
8 Natl. Geographic World	−139,373
Total	**80,325**

Newsstand Revenue

	$000
1 Circus Magazine	9,985
2 Seventeen	9,148
3 'Teen	4,985
4 Sesame Street	2,944
5 Young Miss	1,295
6 Boys' Life	0
7 Highlights for Children	0
8 Natl. Geographic World	0
Total	**28,357**

Avg. Newsstand Circ.

1 Seventeen	508,205
2 Circus Magazine	426,689
3 'Teen	276,938
4 Sesame Street	258,252
5 Young Miss	86,366
6 Boys' Life	0
7 Highlights for Children	0
8 Natl. Geographic World	0
Total	**1,556,450**

% Chg. Avg. News. Circ.

1984 vs. 1983	%
1 Circus Magazine	63.7
2 Boys' Life	n/a
3 Highlights for Children	n/a
4 Natl. Geographic World	n/a
5 Sesame Street	ne
6 Young Miss	ne
7 Seventeen	−5.7
8 'Teen	−14.1

Net Chg. Avg. News. Circ.

1984 vs. 1983	
1 Circus Magazine	165,994
2 Boys' Life	n/a
3 Highlights for Children	n/a
4 Natl. Geographic World	n/a
5 Sesame Street	ne
6 Young Miss	ne
7 Seventeen	−30,606
8 'Teen	−45,291
Total	**90,097**

% Chg. News. Revenue

1984 vs. 1983	%
1 Circus Magazine	63.7
2 Seventeen	6.4
3 Boys' Life	n/a
4 Highlights for Children	n/a
5 Natl. Geographic World	n/a
6 Sesame Street	ne
7 Young Miss	ne
8 'Teen	−14.1

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Boys' Life

Boy Scouts of America, Inc.
1325 Walnut Hill Lane
Irving, TX 75038-3096
(214) 659-2350
Year founded: 1912
Published: Monthly

Publisher: J. Warren Young
Advertising Director: Gene Allendorf
Other key contacts: Robert L. Goldsmith, Marketing Director

Editorial Description: Boys' Life is a general service magazine for boys, edited to their interests. Editorial content deals with Scouting, sports, amusements, hobbies, science, careers, home computers and electronic games, fiction, food, health, clothes, educational activities, etc. There are monthly columns on: bicycling, fishing, stamps and coins, magic, chess, books, ecology, movies and other topics of interest to boys.

Member: ABC

Primary SRDS Classification No. 51

Circus Magazine

Circus Enterprises Corporation
419 Park Avenue South
New York, NY 10016
(212) 685-5050
Year founded: 1969
Published: Monthly

Publisher: Gerald Rothberg
Advertising Director: Gary Victor
Other key contacts: Lani Zarief, Advertising Coordinator

Editorial Description: Circus Magazine is a popular music publication that covers music news and rock and roll personalities. Issues feature interview-oriented articles on contemporary musicians and personalities, with an emphasis on informative reporting. Regular columns include Front Pages and Back Pages, which present rock & roll news, Stage Pass, which chronicles groups in concert and Listings, containing a comprehensive guide to upcoming groups on tours, new music books, rock on radio and TV and studio news. Each issue has a section geared specifically for the musician. Performers are interviewed with respect to their musical instruments and playing styles. A consumer's guide to musical instrument products is also included.

Member: ABC

Primary SRDS Classification No. 33

Highlights for Children

Highlights for Children, Inc.
2300 West 5th Avenue
P.O. Box 269
Columbus, OH 43216
(614) 486-0631
Year founded: 1946
Published: 11x per year

Advertising Director: Frances Walker
Other key contacts: Garry Myers, Chief Executive Officer, President; Walter Barbe, Editor-in-Chief; Kent Brown, Editor

National Geographic World

National Geographic Society
17th & M Streets, N.W.
Washington, DC 20036
(202) 857-7000
Year founded: 1975
Published: Monthly

Editorial Description: National Geographic World is a strongly visual magazine, directed to children ages eight through 13. All stories must have a visual story line. No unillustrated stories are used. The subject matter is factual: animals, conservation, science, technology, geography, history, sports, outdoor adventure, and children's activities. Includes humor, shorts, and games.

Sesame Street

Children's Television Workshop
One Lincoln Plaza
New York, NY 10023

▶

Figures are FOLIO estimates for the calendar year 1984.

"Boys' Life is a sharp media buy"

"Uncle Henry"/Henry Baer, President, Schrade Cutlery Corp., Ellenville, New York

Schrade
75th Anniversary

Henry Baer, President of Schrade Cutlery, says "We think Boys' Life is a sharp media buy—and at Schrade, sharpness is our business.

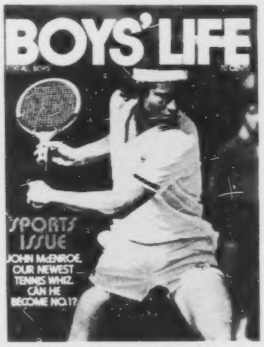
"We know how important durability and top construction are in a knife, and boys realize this too.

"Boys can also appreciate the beauty of a Schrade knife, along with its toughness and our unique guarantee. Whether for camping, hiking or fishing, boys want a knife they can depend on and Schrade knives meet their needs.

"In the last four years, our ads for Schrade have established a place for us in the Boys' Life market. We are selling knives today and also building a market for the future as these customers keep coming back for Schrade quality."

Discover the power of Boys' Life and increase your sales as Schrade did. For more information, call Bob Goldsmith, Marketing Director, at (212) 532-0985 or contact your local Boys' Life sales rep.

When the male youth market is your target audience, you can't miss with



BOYS' LIFE

THE MAGAZINE FOR ALL BOYS
Published by the
Boy Scouts of America

YOUTH & TEEN

Continued

Magazine Profiles

(212) 595-3456
Year founded: 1971
Published: 10x-subscription, 12x-newsstand

Publisher: Nina B. Link

Editorial Description: Sesame Street Magazine is designed to help three to five year olds make the transition from home to school by teaching basic cognitive skills and affective behavior through the medium of print. The magazine format also provides practice in eye-hand and fine motor coordination skills with features that ask children to draw, write, cut, tape, match and color. The cognitive and affective goals fall into these major categories: the child, the child's social world, the child's physical world, concept development, oral language development, written language, and number concepts.

Seventeen

Triangle Communications, Inc.
850 Third Avenue
New York, NY 10022
(212) 759-8100
Year founded: 1944
Published: Monthly

Publisher: Robert S. Bunge
Group Publisher: Frank G. Wolf
Advertising Director: James J. Rainsford
Other key contacts: Edgar L. Harrison, Eastern Advertising Director; Richard T. Coyne, Jr., Western Advertising Director

Editorial Description: Seventeen is a general service magazine edited to inform and entertain America's young women. Articles, features, fiction and graphics deal with a wide range of themes: relationships with boys; coping with problems at school; the changing social and sexual realities of today's teens; family life in the eighties, etc. Regular monthly departments highlight beauty, fashion, decorating, and food. Monthly columns include Relating (where reader questions are answered); Sex and Your Body (covering reproductive health issues); You said it! (featuring poetry and short prose written by our readers); Mini Mag (a monthly eight-page section of short news and feature articles); and Entertainment (with an emphasis on movies, records, TV and personalities).

Member: ABC
Primary SRDS Classification No. 49

'Teen

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1957
Published: Monthly

Publisher: Robert MacLeod
Advertising Director: Robert Brown

Editorial Description: Teen is a publication for active, involved 12- to 19-year-old girls. Approximately half the editorial package focuses on fashion, beauty and grooming for young women, including information on diet, exercise, current fashion trends and season-by-season beauty care. The balance of editorial material deals with topics of current concern to young people—sexuality, emotions, boy-girl relationships, health, mental and physical development, career and educational guidance and popular entertainment. Special features include advice columns—"Dear Jill," "Dear Jack," "Dear Doctor," "Dear Beauty Editor"—as well as fiction, poetry, Hollywood gossip, motion picture and TV fan information, 'Teen Tested Topics.

Member: ABC
Primary SRDS Classification No. 49

Young Miss

Gruner + Jahr USA Publishing
685 Third Avenue
New York, NY 10017
(212) 878-8700
Year founded: 1945
Published: 10x per year

Publisher: Milt Franks
Advertising Director: Suzanne H. Rapier

Editorial Description: Young Miss offers help and guidance to young girls between the ages of 12-17. Its editorial aim is to help the individual realize her own potential in the crucial life-forming teenage years, to open up her mind to the variety of options she has, to help her achieve a sense of self-confidence and self-achievement. Beauty and fashion are vital to the young girl, of course, but Young Miss does not dictate. It helps her choose the beauty and fashion look that best suits her. It explores career and educational opportunities, advises her on how to better get along with her peers and parents. Young Miss is designed to be fun, to be helpful, to be exciting and, above all, to be considered as a trusted friend.

Member: ABC
Primary SRDS Classification No. 49

SPORTS

Continued from page 251

World Tennis

Family Media, inc.
Three Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1953
Published: Monthly

Publisher: Francis X. Dealy, Jr.
Advertising Director: Thomas J. Brennan
Other key contacts: Mitch Lurin, Director of Marketing Services; Shepherd Brandfon, President, World Tennis, Inc.

Editorial Description: World Tennis is edited for tennis enthusiasts at all skill levels. Each issue contains in depth instruction, articles, feature stories on the leading players, scientific research results of equipment testing, as well as special features on fitness, equipment, tennis apparel, indoor tennis facilities, major tournaments and their complete results. For travel-minded tennis players, regional vacation guides along with the regular travel column cover the whys and wheretos of tennis resorts and tennis camps. Features include reporting of major tennis events.

Member: ABC

Primary SRDS Classification No. 45

Yachting

CBS Magazines
5 River Road
Cos Cob, CT 06807
(203) 629-8300
Year founded: 1907
Published: Monthly

Publisher: Edward D. Muhlfeld
Other key contacts: Alexander Armentrout, Associate Publisher

Editorial Description: Yachting is edited for pleasure boat enthusiasts—men, women, and children. It places equal emphasis on the interests of both the sail and power boat owner. Yachting contains topical articles covering the sport as well as departments concerned with special interests and activities. Regular news departments report yachting events, both national and international. Other special sections include plans of new boats and descriptions of newly introduced boats, engines and equipment.

Member: ABC

Primary SRDS Classification No. 6

Figures are FOLIO estimates for the calendar year 1984.
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The Folio:400 Business Magazines

There's one thing a lot of students learn in college. They didn't learn much in high school.

Thousands of high school graduates can't read.

Thousands of high school teachers can't pass proficiency examinations.

For the first time in American history, according to the National Committee on Excellence in Education, the basic educational skills of a new generation will not approach those of their parents.

Many high school graduates are unemployable even in entry-level jobs because they lack basic skills in reading, reasoning and math.

Industry Week magazine predicts that by the mid-1990s America will have 71,000 more jobs for scientists. 584,000 more jobs for engineers. 442,000 more jobs for computer specialists. But will we have the Americans to fill them?

The Japanese expect even their first-graders to do two hours of homework every night. Millions of American high school students don't do any. Where Japanese schools require four years of science and three years of math, 70% of the U.S. states require only one of each.

Penton Publishing Company believes that its twenty-eight business, industrial and professional magazines have a responsibility to point out the dangers of these practices. And we do.

Penton magazines help people in business understand the new and react to it.

We believe that a strong American business press helps make stronger American business.

And we appreciate your advertising support. Penton Plaza, Cleveland, Ohio 44114.

Penton Publications

Our issues address the tough issues.

Air Transport World, Chemical Engineering Catalog, Computer Aided Engineering, Contracting Business, Foundry Management & Technology, Government Product News, Handling & Shipping Management, Heating/Piping/Air Conditioning, Hydraulics & Pneumatics, Industry Week, Lodging Hospitality, Machine Design, Material Handling Engineering, Materials Engineering, Millimeter, Modern Office Technology, New Equipment Digest, Occupational Hazards, Penton Executive Network, Power Transmission Design, Precision Metal, Production Engineering, Progressive Architecture, Restaurant Hospitality, School Product News, Used Equipment Directory, Welding Design & Fabrication, Welding Distributor.

Revenue growth outpaces 1983

III. Business Publications Overview

Continued from page 28

A 13% gain on top of 1983's 11% pace has pushed total revenue for our 139 business publications over $1.5 billion. With 13% of The 400's total dollars, these magazines account for only 5% of The 400's total average circulation. Ad revenue is entirely responsible for the growth, up a significant 16% versus 1983.

On the circulation front, the combined performances of our 139 books produced a 1% decline from 1983's total. Bucking the 1983 trend, paid subscription and newsstand circs dipped dramatically while controlled, this area's standby, rose substantially.

Significant trends are discussed in more detail below. We welcome 11 FOLIO:400 business newcomers to this year's study.

Ad dollar rise controls business books' fortunes

Total advertising revenue for specialized business publications grow 16% over 1983, despite the fact that total ad pages are off 2%. Ad dollars'

Top 20 business magazines by avg. sub. price

1	American Banker	$380.00
2	Billboard	135.96
3	Institutional Investor	120.00
4	Publishers Weekly	67.71
5	Pensions & Investment Age	60.00
6	Chemical Marketing Reporter	54.72
7	Women's Wear Daily	51.60
8	Advertising Age	50.49
9	Control Engineering	50.00
10	Daily News Record	50.00
11	Modern Healthcare	50.00
12	New England Journal of Medicine	48.00
13	Adweek	47.80
14	Aviation Week & Space Technology	44.80
15	Business Insurance	44.00
16	Annals of Internal Medicine	43.37
17	Computerworld	40.91
18	Chronicle of Higher Education	40.00
19	Automotive News	39.03
20	Air Conditioning, Heating & Refrigeration News	38.35

1984 Performance composite—139 Folio:400 business magazines

		1984 (% of total)	1983 (% of total)	Index
Revenues ($millions)	Total revenue	1,539*(100)	1,362 (100)	113
	Ad revenue	1,356 (88.1)	1,172 (86.0)	116
	Subscription revenue	177 (11.5)	184 (13.5)	97
	Newsstand revenue	5 (0.4)	6 (0.5)	86
Ad pages		285,202 (100)	291,458 (100)	98
Circulation (thousands of copies)	Total avg. circulation	17,616 (100)	17,792 (100)	99
	Total avg. sub circ.	9,417 (53.5)	10,191 (57.3)	92
	Total avg. news. circ.	106 (0.6)	146 (0.8)	73
	Total avg. controlled circ.	8,093 (45.9)	7,455 (41.9)	109

*Figures do not add up to total due to rounding.

Figures are FOLIO estimates for the calendar year 1984.

Business Publications Overview

88% share of the total business revenue pie inched up two points versus 1983.

In last year's FOLIO:400, we wondered aloud if the trend we then saw toward paid circulations would continue in the next year. It has not. Unlike the 1983 story, circulation revenues decline in 1984. Subscription revenue of $177.3 million (12% of total dollars) are off 3% versus 1983. Newsstand revenue, the surprise gainer of 1983, takes a nose dive in 1984 to $5.4 million, recording a 14% loss versus the previous year. The revenue contribution through this channel is now .4% of the business book total.

Controlled circulation gains offset drops in paid circs

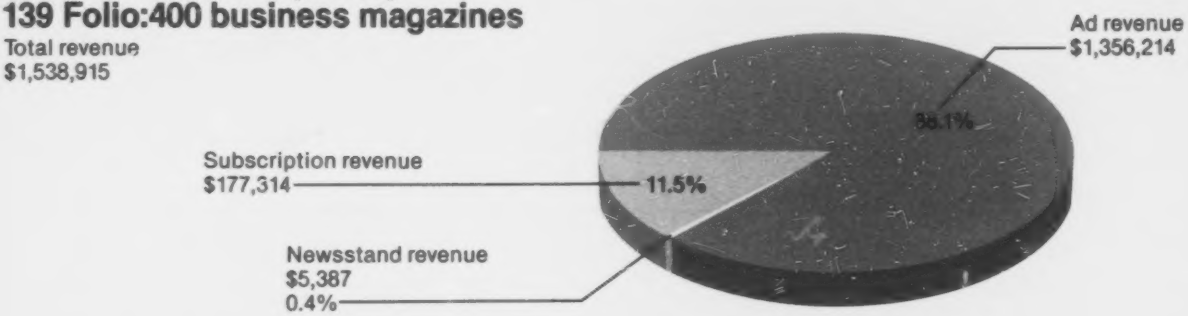
Controlled circulation for our 139 business books reverses the 1983 trends with a 8.6% gain over the previous year. You may recall that in 1983, controlled suffered an 11% drop versus 1982. This circulation segment now accounts for 46% of the 17.6 million business total. Controlled was 42% of the 1983 total.

Mirroring subscription revenue, sub circ is off 8% versus 1983 and represents over 53% of the total, down four points from the previous year. That translates to a total 1984 average subscription circulation of 9.4 million copies. This is the opposite picture from the FOLIO:400 consumer magazines. In last year's edition, we marvelled that although the average subscription price for the 20 most expensive FOLIO:400 business books was a hefty $68.80, nearly double the average subscription price of $36.46 for the 20 highest consumer books, sub circulation charged ahead undaunted. With the 20 most expensive business books averaging $72.84 per subscription in 1984 (versus $40.76 for their consumer counterparts), it seems readers may be growing a bit stingy.

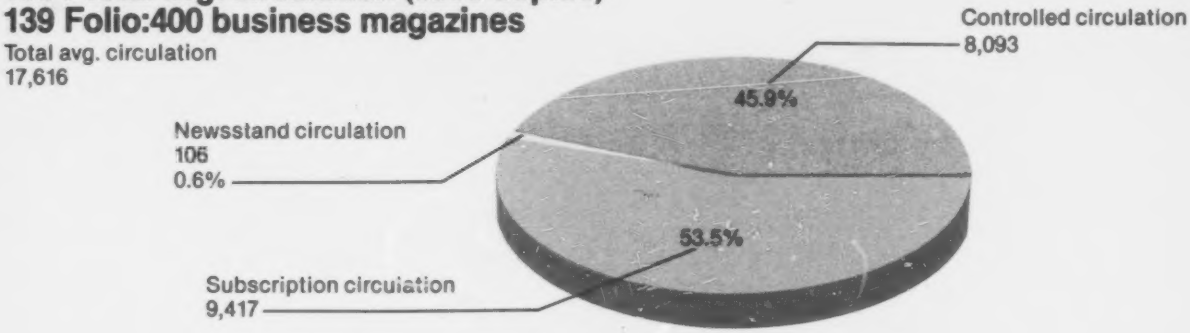
As evidenced by the decline in newsstand dollars, newsstand circulation of our business publications has dropped more than 27% from a strong 1983. It is just 106,000 and represents .6% of the business books circulation total.

The charts immediately following give more detailed information on the performances of individual business magazines and markets.

1984 Total revenue ($000s)
139 Folio:400 business magazines



1984 Total avg. circulation (000s copies)
139 Folio:400 business magazines



Figures are FOLIO estimates for the calendar year 1984.

TO BE SURE.

When you pay for a magazine subscription, you read the magazine.

When you receive a magazine free, you may read it, you may not.

The difference is the greater assurance of readership of paid circulation publications. The difference is, of course, important to advertisers for an ad is seen only when the publication is read.

That's why we would like you to note that all our publications have paid circulations.

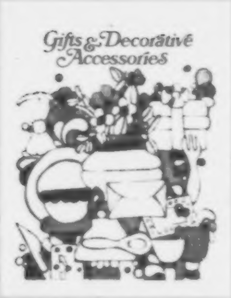
TO BE SURE.

GEYER-MCALLISTER PUBLICATIONS, INC.

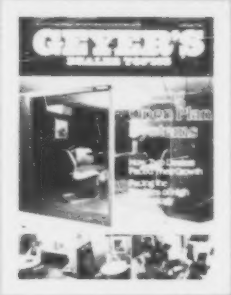
51 MADISON AVENUE, NEW YORK, NEW YORK 10010
NEW YORK / CHICAGO / LOS ANGELES / PARIS / TOKYO / TAIPEI

ABC ☆ABP

Publishers of Specialized Business Publications since 1877



Gifts and home accessories merchandising
Est. 1917



Office equipment and stationery retailing
Est. 1877

SHIPPING DIGEST
From Europe, with love.

National weekly of export shipping
Est. 1923

Playthings

Toy, hobby and craft merchandising
Est. 1903

Geyer's "Who Makes It" Directory • Playthings Directory • The Gift and Decorative Accessory Buyers Directory • Shipping Lines and Agents Directory • Geyer's Office Industry Letter • Shipping Digest Shipping Documents Required for Export • Merchandising Services •

TOP 50 BUSINESS MAGAZINES

Total Revenue

Rank 1984	Magazine Name	1984 Total Revenue (ad rev. + circ. rev.)	% Chg. '83/'84
1	Computerworld	55,294	15.0
2	Women's Wear Daily	35,652	11.0
3	Farm Journal	34,406	13.4
4	Avn. Week & Space Tech.	30,878	17.6
5	Restaurants & Insts.	30,490	34.8
6	Electronic Design	30,390	29.9
7	Advertising Age	30,089	18.3
8	Electronic News	27,465	37.2
9	EDN	25,834	24.5
10	New England Jour.of Med.	24,179	11.5
11	Institutional Investor	24,052	14.4
12	Design News	21,868	37.5
13	Medical Economics	21,513	3.4
14	Successful Farming	19,583	1.7
15	Datamation	18,983	26.5
16	American Banker	18,246	16.1
17	Machine Design	17,966	16.5
18	Progressive Farmer	17,684	– 3.9
19	Daily News Record	17,510	23.9
20	Journal of the AMA	17,124	9.1
21	Adweek	16,972	18.2
22	Electronics	16,489	5.7
23	Engineering News-Record	15,590	6.4
24	Electronic Engin. Times	15,500	39.6
25	Electronic Buyers' News	15,400	49.5
26	Oil & Gas Journal	15,163	– 4.9
27	HFD	14,523	16.2
28	Computer Systems News	14,300	47.4
29	Nursing '84	14,259	0.2
30	Billboard	14,042	14.6
31	Interior Design	13,758	19.0
32	real estate today	13,474	10.1
33	Restaurant Business	13,310	20.8
34	Automotive News	13,295	9.1
35	Mini-Micro Systems	13,200	14.6
36	The Travel Agent	13,097	8.5
37	Computer Decisions	12,959	32.5
38	Nation's Restaurant News	12,905	13.5
39	Science	12,728	5.7
40	Architectural Record	12,649	18.0
41	Chemical Engineering	12,549	9.7
42	Meetings & Conventions	12,464	3.5
43	Flying	12,430	8.4
44	Plant Engineering	11,849	7.8
45	American Medical News	11,749	36.2
46	Computer Retail News	11,700	ne
47	Prairie Farmer	11,576	5.3
48	Purchasing Magazine	11,357	17.8
49	Builder	11,158	38.8
50	Computer Design	10,800	12.2

Advertising Revenue

Rank 1984	Magazine Name	1984 Advertising Revenue ($000)	% Chg. '83/'84
1	Computerworld	50,160	17.1
2	Women's Wear Daily	32,239	12.0
3	Restaurants & Insts.	30,490	34.8
4	Electronic Design	30,390	29.9
5	Farm Journal	26,600	17.9
6	EDN	25,834	24.5
7	Advertising Age	25,610	18.8
8	Electronic News	25,389	40.2
9	Avn. Week & Space Tech.	24,600	22.7
10	Institutional Investor	22,438	13.9
11	Design News	21,868	37.5
12	Medical Economics	20,768	3.2
13	Datamation	18,983	26.5
14	Machine Design	17,966	16.5
15	Daily News Record	16,373	26.0
16	Successful Farming	15,860	3.7
17	Journal of the AMA	15,779	11.1
18	Electronic Engin. Times	15,500	39.6
19	Electronic Buyers' News	15,400	49.5
20	Adweek	15,045	17.7
21	Computer Systems News	14,300	47.4
22	Electronics	14,101	7.2
23	New England Jour.of Med.	14,000	16.7
24	HFD	13,823	17.0
25	Restaurant Business	13,310	20.8
26	Mini-Micro Systems	13,200	14.6
27	Oil & Gas Journal	13,148	– 6.1
28	Computer Decisions	12,959	32.5
29	Progressive Farmer	12,879	0.3
30	The Travel Agent	12,827	8.2
31	Meetings & Conventions	12,464	3.5
32	Engineering News-Record	12,083	6.7
33	Plant Engineering	11,849	7.8
34	Interior Design	11,803	22.2
35	Computer Retail News	11,700	ne
36	Nation's Restaurant News	11,681	13.4
37	American Medical News	11,607	36.6
38	Purchasing Magazine	11,357	17.8
39	Chemical Engineering	10,972	11.0
40	Automotive News	10,905	10.6
41	Computer Design	10,800	12.2
42	New Equipment Digest	10,702	8.4
43	Professional Builder	10,285	ne
44	Architectural Record	10,284	20.0
45	Industrial Equip. News	10,194	12.6
46	Supermarket News	9,937	7.7
47	Prairie Farmer	9,750	6.6
48	American Banker	9,548	18.3
49	Diversion	9,217	– 11.3
50	MIS Week	8,590	37.0

ne = not estimated

Figures are Folio estimates for the calendar year 1984.

TOP 50 BUSINESS MAGAZINES

Subscription Revenue

Rank 1984	Magazine Name	1984 Subscription Revenue	% Chg. '83/'84
1	real estate today	12,045	4.8
2	New England Jour.of Med.	10,179	5.0
3	American Banker	8,698	13.7
4	Farm Journal	7,806	0.4
5	Nursing '84	7,627	2.5
6	Avn. Week & Space Tech.	6,278	1.1
7	Journal of Accountancy	5,175	5.4
8	Computerworld	5,134	− 1.5
9	RN	5,120	− 0.7
10	Progressive Farmer	4,806	− 13.5
11	Amer. Journal of Nursing	4,419	− 0.3
12	Billboard	4,400	10.2
13	Science	4,322	− 1.5
14	Advertising Age	4,126	11.3
15	Annals of Internal Med.	4,070	− 0.4
16	Flying	3,759	4.3
17	Successful Farming	3,723	− 6.0
18	Engineering News-Record	3,507	5.3
19	Instructor	3,271	13.8
20	AOPA Pilot	3,208	1.4
21	Women's Wear Daily	3,168	1.6
22	Chronicle of Higher Ed.	2,838	3.3
23	Builder	2,788	2.0
24	Publishers Weekly	2,586	13.2
25	Chemical & Engin. News	2,539	6.2
26	Automotive News	2,390	3.0
27	Electronics	2,388	− 2.4
28	Architectural Record	2,365	10.0
29	Electronic News	2,076	9.5
30	Oil & Gas Journal	2,015	3.5
31	Prairie Farmer	1,826	− 0.8
32	Adweek	1,824	19.4
33	ABA Journal	1,787	1.0
34	Institutional Investor	1,614	22.6
35	Chemical Engineering	1,577	1.8
36	Progressive Architecture	1,573	8.6
37	Sales & Marketing Mgmt.	1,499	− 16.7
38	Interior Design	1,484	4.5
39	Modern Salon	1,480	9.7
40	EC&M	1,377	3.1
41	Chemical Week	1,363	6.9
42	Journal of the AMA	1,344	− 9.6
43	Modern Plastics	1,318	8.0
44	Business Insurance	1,279	28.3
45	Nation's Restaurant News	1,224	14.9
46	Motor	1,211	− 1.0
47	Hoard's Dairyman	1,168	− 4.9
48	Daily News Record	1,138	0.1
49	The High Plains Journal	1,124	0.2
50	A.C., Htg.& Refrig. News	1,014	8.6

Advertising Pages

Rank 1984	Magazine Name	1984 Ad Pages	% Chg. '83/'84
1	The Travel Agent	8,138	− 0.2
2	Women's Wear Daily	6,972	3.4
3	Computerworld	6,350	5.6
4	Electronic Design	6,181	16.0
5	EDN	6,096	22.3
6	Design News	4,949	21.8
7	New England Jour.of Med.	4,748	16.7
8	Electronic News	4,567	3.0
9	Electronic Buyers' News	4,476	41.2
10	Restaurants & Insts.	4,362	22.9
11	Telephony	4,181	16.0
12	Machine Design	3,989	7.6
13	Medical Economics	3,957	− 2.8
14	Oil & Gas Journal	3,885	− 6.3
15	Advertising Age	3,787	1.7
16	Avn. Week & Space Tech.	3,677	15.3
17	Electronics	3,574	− 5.6
18	HFD	3,501	2.2
19	Journal of the AMA	3,496	3.9
20	Daily News Record	3,487	7.6
21	Computer Retail News	3,475	ne
22	Interior Design	3,290	10.0
23	Electronic Engin. Times	3,232	18.2
24	Computer Systems News	2,923	27.1
25	Datamation	2,888	19.7
26	Restaurant Business	2,882	18.7
27	Engineering News-Record	2,797	1.5
28	Publishers Weekly	2,724	15.0
29	Telephone Eng. & Mgmt.	2,571	15.1
30	Nation's Restaurant News	2,547	30.1
31	Gifts & Decor. Access.	2,531	9.6
32	American Banker	2,519	7.4
33	Amer. Family Physician	2,480	10.6
34	Purchasing Magazine	2,442	9.4
35	Mini-Micro Systems	2,413	− 2.9
36	Chemical Engineering	2,406	11.6
37	Diversion	2,387	− 18.6
38	Automotive News	2,385	1.2
39	Computer Design	2,324	3.8
40	Adweek	2,297	10.2
41	The High Plains Journal	2,283	4.5
42	Chronicle of Higher Ed.	2,277	22.0
43	Plant Engineering	2,262	7.5
44	Bakery Prod. & Marketing	2,255	3.6
45	Electronic Business	2,252	54.8
46	Patient Care	2,153	− 12.7
47	Physician's Management	2,127	14.3
48	Data Communications	2,120	4.7
49	Chemical Mktg. Reporter	2,109	2.0
50	Computer Decisions	2,038	6.1

ne = not estimated

Figures are FOLIO estimates for the calendar year 1984.

TOP 50 BUSINESS MAGAZINES

Net Change in Ad Revenue vs. '83

Rank 1984	Magazine Name	Net Change '83/'84 ($000)	1984 Ad Rev. ($000)
1	Restaurants & Insts.	7,876	30,490
2	Computerworld	7,309	50,160
3	Electronic News	7,274	25,389
4	Electronic Design	7,002	30,390
5	Design News	5,969	21,868
6	Electronic Buyers' News	5,100	15,400
7	EDN	5,080	25,834
8	Computer Systems News	4,600	14,300
9	Avn. Week & Space Tech.	4,556	24,600
10	Electronic Engin. Times	4,400	15,500
11	Advertising Age	4,044	25,610
12	Farm Journal	4,037	26,600
13	Datamation	3,979	18,983
14	Electronic Business	3,464	7,657
15	Women's Wear Daily	3,464	32,239
16	Daily News Record	3,374	16,373
17	Computer Decisions	3,179	12,959
18	American Medical News	3,110	11,607
19	Builder	3,062	8,370
20	Institutional Investor	2,732	22,438
21	Machine Design	2,548	17,966
22	Modern Healthcare	2,489	6,787
23	MIS Week	2,320	8,590
24	Restaurant Business	2,290	13,310
25	Adweek	2,267	15,045
26	Packaging Digest	2,210	8,298
27	Interior Design	2,143	11,803
28	HFD	2,012	13,823
29	Electronic Products	2,000	7,200
30	New England Jour.of Med.	2,000	14,000
31	Natl. Home Center News	1,849	6,221
32	Chronicle of Higher Ed.	1,795	6,804
33	Purchasing Magazine	1,719	11,357
34	Architectural Record	1,714	10,284
35	Mini-Micro Systems	1,685	13,200
36	Journal of the AMA	1,572	15,779
37	Successful Meetings	1,553	8,169
38	Restaurant Hospitality	1,547	7,253
39	Telephony	1,486	7,777
40	American Banker	1,480	9,548
41	Pensions & Invest. Age	1,464	5,535
42	Chemical & Engin. News	1,420	7,320
43	Bldg. Supply & Home Ctrs.	1,383	6,826
44	Nation's Restaurant News	1,381	11,681
45	Control Engineering	1,346	6,883
46	Graphic Arts Monthly	1,300	7,100
47	Hospitals	1,275	7,985
48	InformationWeek	1,260	6,800
49	Computer Design	1,175	10,800
50	Journal of Accountancy	1,141	4,739

Net Change in Ad Pages vs. '83

Rank 1984	Magazine Name	Net Chg. '83/'84	1984 Ad Pages
1	Electronic Buyers' News	1,306	4,476
2	EDN	1,111	6,096
3	Design News	885	4,949
4	Electronic Design	852	6,181
5	Restaurants & Insts.	812	4,362
6	Electronic Business	797	2,252
7	New England Jour.of Med.	679	4,748
8	Computer Systems News	623	2,923
9	Nation's Restaurant News	590	2,547
10	Telephony	576	4,181
11	Electronic Products	501	2,011
12	Electronic Engin. Times	499	3,232
13	Modern Healthcare	498	1,766
14	Avn. Week & Space Tech.	489	3,677
15	Datamation	476	2,888
16	Restaurant Business	455	2,882
17	Chronicle of Higher Ed.	410	2,277
18	Publishers Weekly	355	2,724
19	Builder	350	1,183
20	Computerworld	339	6,350
21	Telephone Eng & Mgmt.	338	2,571
22	Packaging Digest	322	1,609
23	American Medical News	305	1,171
24	Control Engineering	300	1,723
25	Interior Design	298	3,290
26	Chemical & Engin. News	287	1,471
27	Machine Design	283	3,989
28	Natl. Home Center News	272	1,280
29	Bldg. Supply & Home Ctrs.	266	1,713
30	Physician's Management	266	2,127
31	Architectural Record	259	1,781
32	Chemical Engineering	251	2,406
33	Daily News Record	247	3,487
34	Hospitals	244	2,026
35	Amer. Family Physician	237	2,480
36	Women's Wear Daily	232	6,972
37	Material Handling Engin.	231	1,551
38	Gifts & Decor. Access.	221	2,531
39	MIS Week	221	1,529
40	Sales & Marketing Mgmt.	218	1,315
41	Science	218	1,730
42	Successful Meetings	215	1,405
43	Adweek	212	2,297
44	Purchasing Magazine	209	2,442
45	Modern Salon	181	961
46	American Banker	174	2,519
47	Journal of Accountancy	165	1,087
48	Institutional Distrib.	159	1,468
49	Plant Engineering	158	2,262
50	Heavy Duty Trucking	154	1,114

Figures are FOLIO estimates for the calendar year 1984.

TOP 50 BUSINESS MAGAZINES

Average Circulation

Rank 1984	Magazine Name	1984 Average Circulation	% Chg. '83/'84
1	Farm Journal	925,515	– 5.7
2	Successful Farming	660,754	– 3.1
3	real estate today	618,778	4.8
4	Progressive Farmer	569,786	12.5
5	Nursing '84	511,140	– 3.5
6	ABA Journal	338,375	1.6
7	Flying	332,772	0.9
8	RN	327,593	10.5
9	Journal of the AMA	321,797	2.1
10	Amer. Journal of Nursing	315,630	– 0.3
11	American Medical News	313,914	– 1.5
12	Journal of Accountancy	273,086	3.6
13	AOPA Pilot	267,364	1.4
14	Instructor	251,947	– 3.0
15	New England Jour.of Med.	213,447	2.8
16	New Equipment Digest	203,229	0.5
17	Industrial Equip. News	202,350	0.8
18	Med. Asp. of Human Sex.	186,070	ne
19	Hoard's Dairyman	185,879	– 5.3
20	Prairie Farmer	182,840	– 5.7
21	Hospital Practice	180,425	– 6.5
22	Builder	179,515	1.8
23	Diversion	177,196	2.0
24	Medical Economics	172,878	1.4
25	Computer Decisions	167,611	19.6
26	Machine Design	166,837	0.8
27	Hospital Medicine	159,305	ne
28	Design News	155,684	– 1.1
29	Science	154,369	– 1.5
30	The Office	154,042	5.8
31	MD	153,337	– 1.7
32	Prod. Design&Development	152,033	ne
33	Modern Office Technology	150,821	9.9
34	Datamation	148,878	10.2
35	The Farmer	144,256	– 3.8
36	Avn. Week & Space Tech.	140,147	0.8
37	Professional Builder	134,952	ne
38	Infosystems	132,825	4.3
39	Emergency Medicine	130,440	– 0.4
40	Postgraduate Medicine	127,518	2.4
41	Chemical & Engin. News	126,938	0.9
42	Restaurants & Insts.	126,654	18.9
43	Amer. Family Physician	126,327	– 0.8
44	Computerworld	125,518	2.6
45	Motor	125,344	– 1.0
46	Modern Salon	124,868	5.7
47	EDN	122,259	2.6
48	Mini-Micro Systems	122,000	7.2
49	Consultant	120,654	– 1.5
50	Modern Medicine	120,375	0.2

Net Change in Avg. Circ. vs. '83

Rank 1984	Magazine Name	Net Chg. '83/'84	1984 Avg. Circulation
1	real estate today	28,516	618,778
2	Computer Decisions	27,503	167,611
3	Restaurant Business	22,121	105,990
4	Restaurants & Insts.	20,133	126,654
5	Datamation	13,778	148,878
6	Modern Office Technology	13,556	150,821
7	Restaurant Hospitality	12,672	95,198
8	Journal of Accountancy	9,515	273,086
9	The Office	8,406	154,042
10	MIS Week	8,349	108,599
11	Mini-Micro Systems	8,143	122,000
12	Modern Healthcare	8,096	78,443
13	Data Communications	7,141	41,046
14	Modern Salon	6,726	124,868
15	Journal of the AMA	6,725	321,797
16	Nation's Restaurant News	5,916	73,860
17	New England Jour.of Med.	5,836	213,447
18	Research & Development	5,490	113,092
19	Infosystems	5,424	132,825
20	ABA Journal	5,334	338,375
21	Advertising Age	5,195	84,317
22	Control Engineering	4,858	87,426
23	Iron Age	4,759	118,581
24	Packaging Digest	4,602	87,320
25	Heavy Duty Trucking	4,546	95,325
26	Bldg. Design & Constr.	3,895	67,742
27	Electronic Business	3,645	50,740
28	AOPA Pilot	3,600	267,364
29	Diversion	3,475	177,196
30	Computer Systems News	3,450	57,360
31	Billboard	3,356	46,961
32	Progressive Architecture	3,349	70,929
33	Computerworld	3,185	125,518
34	Builder	3,154	179,515
35	EDN	3,101	122,259
36	Postgraduate Medicine	2,979	127,518
37	Flying	2,934	332,772
38	Hospitals	2,845	84,222
39	Plant Engineering	2,517	105,024
40	The High Plains Journal	2,476	55,775
41	Medical Economics	2,368	172,878
42	EC&M	2,278	76,526
43	Business Insurance	2,099	44,514
44	Meetings & Conventions	1,788	78,619
45	Computer Design	1,754	92,149
46	Telephone Eng. & Mgmt.	1,743	36,556
47	Adweek	1,722	54,960
48	The Travel Agent	1,644	34,178
49	Drug Topics	1,570	80,240
50	Industrial Equip. News	1,552	202,350

ne = not estimated

Figures are Folio estimates for the calendar year 1984.

TOP 50 BUSINESS MAGAZINES

Average Subscription Circulation

Rank 1984	Magazine Name	1984 Average Sub. Circ.	% Chg. '83/'84
1	Farm Journal	925,515	–5.7
2	real estate today	617,696	4.8
3	Progressive Farmer	569,786	–12.5
4	Successful Farming	548,562	–5.7
5	Nursing '84	511,140	–3.5
6	RN	327,593	–10.5
7	ABA Journal	324,957	1.0
8	Amer. Journal of Nursing	315,630	–0.3
9	Journal of Accountancy	273,086	3.6
10	AOPA Pilot	267,364	1.4
11	Flying	254,291	–0.1
12	Instructor	251,947	–3.0
13	Journal of the AMA	241,184	0.3
14	American Medical News	223,176	–3.1
15	New England Jour.of Med.	212,071	2.8
16	Hoard's Dairyman	185,879	–5.3
17	Prairie Farmer	182,840	–5.7
18	Builder	170,112	3.1
19	Science	154,369	–1.5
20	The Farmer	144,256	–3.8
21	Avn. Week & Space Tech.	140,147	0.8
22	Chemical & Engin. News	126,938	0.9
23	Computerworld	125,518	2.6
24	Motor	125,344	–1.0
25	Engineering News-Record	103,134	–0.9
26	Modern Salon	101,706	9.2
27	Wallaces Farmer	100,323	–8.4
28	Electronics	99,504	–2.4
29	Annals of Internal Med.	93,836	0.4
30	Advertising Age	81,733	6.5
31	EC&M	76,526	3.1
32	Architectural Record	75,164	–1.0
33	Chronicle of Higher Ed.	70,943	–0.4
34	Progressive Architecture	70,929	5.0
35	Nation's Restaurant News	70,743	9.4
36	Electronic News	66,605	–0.4
37	Chemical Engineering	66,364	–2.9
38	Oil & Gas Journal	62,013	–1.3
39	Women's Wear Daily	61,399	1.6
40	Automotive News	61,233	2.2
41	Power	55,909	3.7
42	The High Plains Journal	55,775	4.6
43	Supermarket News	54,225	–1.1
44	Modern Plastics	48,863	1.4
45	Architecture	44,460	ne
46	Interior Design	42,738	4.5
47	Chemical Week	42,309	–3.0
48	Sales & Marketing Mgmt.	42,144	–2.4
49	Publishers Weekly	38,198	0.8
50	Adweek	38,161	7.4

Net Chg. in Avg. Sub. Circ. vs. '83

Rank 1984	Magazine Name	Net Chg. '83/'84	1984 Avg. Sub. Circ.
1	real estate today	28,508	617,696
2	Journal of Accountancy	9,515	273,086
3	Modern Salon	8,547	101,706
4	Nation's Restaurant News	6,068	70,743
5	New England Jour.of Med.	5,828	212,071
6	Data Communications	5,533	36,002
7	Builder	5,051	170,112
8	Advertising Age	5,009	81,733
9	AOPA Pilot	3,600	267,364
10	Modern Healthcare	3,487	11,322
11	Progressive Architecture	3,349	70,929
12	Computerworld	3,185	125,518
13	ABA Journal	3,184	324,957
14	Adweek	2,631	38,161
15	The High Plains Journal	2,476	55,775
16	EC&M	2,278	76,526
17	Power	1,980	55,909
18	Interior Design	1,849	42,738
19	Institutional Investor	1,486	13,449
20	The Travel Agent	1,445	30,016
21	Business Insurance	1,371	29,076
22	Automotive News	1,305	61,233
23	Avn. Week & Space Tech.	1,140	140,147
24	Chemical & Engin. News	1,111	126,938
25	Billboard	1,034	32,367
26	Women's Wear Daily	966	61,399
27	American Banker	718	22,890
28	Journal of the AMA	699	241,184
29	Modern Plastics	652	48,863
30	Annals of Internal Med.	339	93,836
31	Publishers Weekly	302	38,198
32	Medical Economics	235	19,595
33	Telephony	191	28,972
34	Daily News Record	25	22,751
35	A.C., Htg.& Refrig. News	–7	26,450
36	Discount Store News	–45	22,391
37	Chemical Mktg. Reporter	–70	15,955
38	Pensions & Invest. Age	–92	12,084
39	Flying	–223	254,291
40	Electronic News	–242	66,605
41	Chronicle of Higher Ed.	–287	70,943
42	HFD	–381	31,705
43	DIY Retailing	–417	33,788
44	Communications News	–508	10,892
45	Supermarket News	–615	54,225
46	Architectural Record	–749	75,164
47	Oil & Gas Journal	–820	62,013
48	Gifts & Decor. Access.	–871	32,641
49	Engineering News-Record	–885	103,134
50	Amer. Journal of Nursing	–923	315,630

ne = not estimated

Figures are FOLIO estimates for the calendar year 1984.

TOP 50 BUSINESS MAGAZINES

Average Ad Pages per Copy

Rank 1984	Magazine Name	1984 Avg. Ad Pages/Copy
1	Interior Design	253
2	Electronic Design	238
3	EDN	226
4	Gifts & Decor. Access.	211
5	Amer. Family Physician	207
6	Design News	206
7	Diversion	199
8	Physician's Management	177
9	Bakery Prod. & Marketing	173
10	Restaurants & Insts.	168
11	Computer Design	166
12	Annals of Internal Med.	162
13	Electron. Pkging & Prod.	161
14	Mini-Micro Systems	161
15	Hospital Practice	160
16	Restaurant Business	160
17	Hospital Medicine	155
18	Consultant	153
19	Graphic Arts Monthly	152
20	Medical Economics	152
21	Modern Medicine	150
22	Institutional Investor	148
23	Bldg. Supply & Home Ctrs.	143
24	Machine Design	142
25	Data Communications	141
26	The Office	140
27	Datamation	138
28	MD	135
29	Control Engineering	133
30	Tooling & Production	133
31	Research & Development	129
32	Architectural Record	127
33	Computer Decisions	127
34	Meetings & Conventions	127
35	Professional Builder	126
36	Packaging Digest	124
37	DIY Retailing	123
38	Postgraduate Medicine	123
39	Computerworld	122
40	Institutional Distrib.	122
41	Electronic Business	119
42	Material Handling Engin.	119
43	American Machinist	118
44	Med. Asp. of Human Sex.	118
45	Successful Meetings	117
46	Restaurant Hospitality	111
47	Modern Healthcare	110
48	Modern Office Technology	107
49	Telephone Eng. & Mgmt.	107
50	Electronic Products	106

Average Editorial Pages per Copy

Rank 1984	Magazine Name	1984 Avg. Edit Pages/Copy
1	Amer. Family Physician	168
2	Annals of Internal Med.	160
3	Interior Design	149
4	Electronic Design	139
5	Physician's Management	135
6	Restaurants & Insts.	134
7	Diversion	133
8	Hospital Practice	131
9	Gifts & Decor. Access.	130
10	EDN	126
11	Successful Meetings	125
12	Data Communications	122
13	The High Plains Journal	121
14	Consultant	116
15	Bakery Prod. & Marketing	115
16	Institutional Investor	114
17	Postgraduate Medicine	114
18	Computer Design	113
19	ABA Journal	110
20	Modern Plastics	110
21	Computer Decisions	109
22	Bldg. Supply & Home Ctrs.	104
23	Mini-Micro Systems	104
24	DIY Retailing	103
25	Electron. Pkging & Prod.	103
26	Hospital Medicine	103
27	Modern Medicine	102
28	Plastics Technology	99
29	Medical Economics	97
30	Architectural Record	96
31	Fleet Owner/Big Fleet	95
32	MD	94
33	Communications News	93
34	Graphic Arts Monthly	93
35	Packaging Digest	93
36	Business & Comm. Avn.	92
37	Design News	91
38	Restaurant Business	91
39	Electronic Products	90
40	Bus. Computer Systems	89
41	The Office	89
42	American Machinist	88
43	Modern Healthcare	88
44	Architecture	87
45	Datamation	87
46	Meetings & Conventions	87
47	Oil & Gas Journal	84
48	Patient Care	83
49	Builder	82
50	Packaging	82

Figures are FOLIO estimates for the calendar year 1984.

FOLIO:400/289

FASTEST GROWING BUSINESS MAGAZINES BY TOTAL REVENUE

Overall

(All divisions)		% Chg. '83/'84	Total Rev. ($000)
1	Electronic Business	82.6	7,657
2	Modern Healthcare	60.8	7,353
3	Electronic Buyers' News	49.5	15,400
4	Computer Systems News	47.4	14,300
5	Natl. Home Center News	42.3	6,279
6	Electronic Engin. Times	39.6	15,500
7	Builder	38.8	11,158
8	Electronic Products	38.5	7,200
9	Design News	37.5	21,868
10	Electronic News	37.2	27,465

Division One

(Over $10 mil. total revenue)		% Chg. '83/'84	Total Rev. ($000)
1	Electronic Buyers' News	49.5	15,400
2	Computer Systems News	47.4	14,300
3	Electronic Engin. Times	39.6	15,500
4	Builder	38.8	11,158
5	Design News	37.5	21,868
6	Electronic News	37.2	27,465
7	American Medical News	36.2	11,749
8	Restaurants & Insts.	34.8	30,490
9	Computer Decisions	32.5	12,959
10	Electronic Design	29.9	30,390

Division Two

($7 - $10 mil. total revenue)		% Chg. '83/'84	Total Rev. ($000)
1	Electronic Business	82.6	7,657
2	Modern Healthcare	60.8	7,353
3	Electronic Products	38.5	7,200
4	MIS Week	37.0	8,590
5	Packaging Digest	36.3	8,298
6	Restaurant Hospitality	27.1	7,253
7	Chronicle of Higher Ed.	24.3	9,641
8	Successful Meetings	23.5	8,169
9	Graphic Arts Monthly	22.4	7,100
10	Telephony	21.8	8,565

Division Three

(Less than $7 mil. total revenue)		% Chg. '83/'84	Total Rev. ($000)
1	Natl. Home Center News	42.3	6,279
2	Pensions & Invest. Age	32.4	6,260
3	Bldg. Supply & Home Ctrs.	25.4	6,826
4	Control Engineering	23.8	6,992
5	InformationWeek	22.7	6,800
6	Material Handling Engin.	21.4	5,100
7	Physician's Management	19.2	6,583
8	Modern Salon	18.8	6,972
9	Packaging	18.6	4,914
10	Chemical Equipment	17.9	6,443

FASTEST GROWING BUSINESS MAGAZINES BY ADVERTISING REVENUE

Overall

(All divisions)		% Chg. '83/'84	Ad Rev. ($000)
1	real estate today	90.8	1,429
2	Electronic Business	82.6	7,657
3	Modern Healthcare	57.9	6,787
4	Builder	57.7	8,370
5	Electronic Buyers' News	49.5	15,400
6	Computer Systems News	47.4	14,300
7	Natl. Home Center News	42.3	6,221
8	Electronic News	40.2	25,389
9	Electronic Engin. Times	39.6	15,500
10	Electronic Products	38.5	7,200

Division One

(Over $10 mil. total revenue)		% Chg. '83/'84	Ad Rev. ($000)
1	real estate today	90.8	1,429
2	Builder	57.7	8,370
3	Electronic Buyers' News	49.5	15,400
4	Computer Systems News	47.4	14,300
5	Electronic News	40.2	25,389
6	Electronic Engin. Times	39.6	15,500
7	Design News	37.5	21,868
8	American Medical News	36.6	11,607
9	Restaurants & Insts.	34.8	30,490
10	Computer Decisions	32.5	12,959

Division Two

($7 - $10 mil. total revenue)		% Chg. '83/'84	Ad Rev. ($000)
1	Electronic Business	82.6	7,657
2	Modern Healthcare	57.9	6,787
3	Electronic Products	38.5	7,200
4	MIS Week	37.0	8,590
5	Packaging Digest	36.3	8,298
6	Chronicle of Higher Ed.	35.8	6,804
7	Journal of Accountancy	31.7	4,739
8	Restaurant Hospitality	27.1	7,253
9	Chemical & Engin. News	24.1	7,320
10	Sales & Marketing Mgmt.	23.7	5,675

Division Three

(Less than $7 mil. total revenue)		% Chg. '83/'84	Ad Rev. ($000)
1	Natl. Home Center News	42.3	6,221
2	Pensions & Invest. Age	36.0	5,535
3	Bldg. Supply & Home Ctrs.	25.4	6,826
4	Control Engineering	24.3	6,883
5	InformationWeek	22.7	6,800
6	Modern Salon	21.5	5,492
7	Material Handling Engin.	21.4	5,100
8	Motor	20.2	3,657
9	Physician's Management	19.2	6,583
10	Packaging	18.6	4,914

Figures are FOLIO estimates for the calendar year 1984.

FASTEST GROWING BUSINESS MAGAZINES BY SUBSCRIPTION REVENUE

Overall

(All divisions)		% Chg. '83/'84	Sub. Rev. ($000)
1	Modern Healthcare	106.6	566
2	Natl. Home Center News	38.7	58
3	Business Insurance	28.3	1,279
4	Data Communications	25.3	912
5	The Travel Agent	25.0	270
6	Institutional Investor	22.6	1,614
7	Adweek	19.4	1,824
8	Nation's Restaurant News	14.9	1,224
9	Communications News	13.9	272
10	Instructor	13.8	3,271

Division One

(Over $10 mil. total revenue)		% Chg. '83/'84	Sub. Rev. ($000)
1	The Travel Agent	25.0	270
2	Institutional Investor	22.6	1,614
3	Adweek	19.4	1,824
4	Nation's Restaurant News	14.9	1,224
5	American Banker	13.7	8,698
6	Advertising Age	11.3	4,126
7	Billboard	10.2	4,400
8	Architectural Record	10.0	2,365
9	Medical Economics	9.8	745
10	Electronic News	9.5	2,076

Division Two

($7 - $10 mil. total revenue)		% Chg. '83/'84	Sub. Rev. ($000)
1	Modern Healthcare	106.6	566
2	Business Insurance	28.3	1,279
3	Data Communications	25.3	912
4	Instructor	13.8	3,271
5	Publishers Weekly	13.2	2,586
6	A.C., Htg.& Refrig. News	8.6	1,014
7	Modern Plastics	8.0	1,318
8	Chemical Week	6.9	1,363
9	Telephony	6.4	788
10	Chemical & Engin. News	6.2	2,539

Division Three

(Less than $7 mil. total revenue)		% Chg. '83/'84	Sub. Rev. ($000)
1	Natl. Home Center News	38.7	58
2	Communications News	13.9	272
3	Drug Topics	13.0	21
4	Power	12.3	727
5	Discount Store News	11.6	209
6	Pensions & Invest. Age	10.4	725
7	Modern Salon	9.7	1,480
8	Progressive Architecture	8.6	1,573
9	AOPA Pilot	1.4	3,208
10	The High Plains Journal	0.2	1,124

FASTEST GROWING BUSINESS MAGAZINES BY ADVERTISING PAGES

Overall

(All divisions)		% Chg. '83/'84	Ad Pages
1	real estate today	60.8	134
2	Electronic Business	54.8	2,252
3	Builder	42.0	1,183
4	Electronic Buyers' News	41.2	4,476
5	Modern Healthcare	39.3	1,766
6	American Medical News	35.2	1,171
7	Electronic Products	33.2	2,011
8	Nation's Restaurant News	30.1	2,547
9	Computer Systems News	27.1	2,923
10	Natl. Home Center News	27.0	1,280

Division One

(Over $10 mil. total revenue)		% Chg. '83/'84	Ad Pages
1	real estate today	60.8	134
2	Builder	42.0	1,183
3	Electronic Buyers' News	41.2	4,476
4	American Medical News	35.2	1,171
5	Nation's Restaurant News	30.1	2,547
6	Computer Systems News	27.1	2,923
7	Restaurants & Insts.	22.9	4,362
8	EDN	22.3	6,096
9	Design News	21.8	4,949
10	Datamation	19.7	2,888

Division Two

($7 - $10 mil. total revenue)		% Chg. '83/'84	Ad Pages
1	Electronic Business	54.8	2,252
2	Modern Healthcare	39.3	1,766
3	Electronic Products	33.2	2,011
4	Packaging Digest	25.0	1,609
5	Chemical & Engin. News	24.2	1,471
6	Chronicle of Higher Ed.	22.0	2,277
7	Sales & Marketing Mgmt.	19.9	1,315
8	Successful Meetings	18.1	1,405
9	Journal of Accountancy	17.9	1,087
10	MIS Week	16.9	1,529

Division Three

(Less than $7 mil. total revenue)		% Chg. '83/'84	Ad Pages
1	Natl. Home Center News	27.0	1,280
2	Modern Salon	23.2	961
3	Control Engineering	21.1	1,723
4	Bldg. Supply & Home Ctrs.	18.4	1,713
5	Material Handling Engin.	17.5	1,551
6	Motor	17.2	579
7	Pensions & Invest. Age	17.1	918
8	Heavy Duty Trucking	16.0	1,114
9	Telephone Eng. & Mgmt.	15.1	2,571
10	Physician's Management	14.3	2,127

Figures are FOLIO estimates for the calendar year 1984.

FASTEST GROWING BUSINESS MAGAZINES
BY AVERAGE CIRCULATION

Overall

(All divisions)		% Chg. '83/'84	Average Circ.
1	Restaurant Business	26.4	105,990
2	Data Communications	21.1	41,046
3	Computer Decisions	19.6	167,611
4	Restaurants & Insts.	18.9	126,654
5	Restaurant Hospitality	15.4	95,198
6	Modern Healthcare	11.5	78,443
7	Datamation	10.2	148,878
8	Modern Office Technology	9.9	150,821
9	Nation's Restaurant News	8.7	73,860
10	MIS Week	8.3	108,599

Division One

(Over $10 mil. total revenue)		% Chg. '83/'84	Average Circ.
1	Restaurant Business	26.4	105,990
2	Computer Decisions	19.6	167,611
3	Restaurants & Insts.	18.9	126,654
4	Datamation	10.2	148,878
5	Nation's Restaurant News	8.7	73,860
6	Billboard	7.7	46,961
7	Mini-Micro Systems	7.2	122,000
8	Advertising Age	6.6	84,317
9	Computer Systems News	6.4	57,360
10	The Travel Agent	5.1	34,178

Division Two

($7 - $10 mil. total revenue)		% Chg. '83/'84	Average Circ.
1	Data Communications	21.1	41,046
2	Restaurant Hospitality	15.4	95,198
3	Modern Healthcare	11.5	78,443
4	MIS Week	8.3	108,599
5	Electronic Business	7.7	50,740
6	Packaging Digest	5.6	87,320
7	Research & Development	5.1	113,092
8	Business Insurance	4.9	44,514
9	Journal of Accountancy	3.6	273,086
10	Telephony	3.5	37,485

Division Three

(Less than $7 mil. total revenue)		% Chg. '83/'84	Average Circ.
1	Modern Office Technology	9.9	150,821
2	Bldg. Design & Constr.	6.1	67,742
3	Control Engineering	5.9	87,426
4	Modern Salon	5.7	124,868
5	Progressive Architecture	5.0	70,929
6	The Office	5.8	154,042
7	Natl. Home Center News	5.0	32,781
8	Heavy Duty Trucking	5.0	95,325
9	Telephone Eng. & Mgmt.	5.0	36,556
10	Institutional Distrib.	4.3	31,588

FASTEST GROWING BUSINESS MAGAZINES
BY AVG. SUBSCRIPTION CIRCULATION

Overall

(All divisions)		% Chg. '83/'84	Avg. Sub. Circ.
1	Modern Healthcare	44.5	11,322
2	Natl. Home Center News	38.9	3,066
3	Data Communications	18.2	36,002
4	Institutional Investor	12.4	13,449
5	Nation's Restaurant News	9.4	70,743
6	Modern Salon	9.2	101,706
7	Adweek	7.4	38,161
8	Advertising Age	6.5	81,733
9	The Travel Agent	5.1	30,016
10	Progressive Architecture	5.0	70,929

Division One

(Over $10 mil. total revenue)		% Chg. '83/'84	Avg. Sub. Circ.
1	Institutional Investor	12.4	13,449
2	Nation's Restaurant News	9.4	70,743
3	Adweek	7.4	38,161
4	Advertising Age	6.5	81,733
5	The Travel Agent	5.1	30,016
6	real estate today	4.8	617,696
7	Interior Design	4.5	42,738
8	Billboard	3.3	32,367
9	American Banker	3.2	22,890
10	Builder	3.1	170,112

Division Two

($7 - $10 mil. total revenue)		% Chg. '83/'84	Avg. Sub. Circ.
1	Modern Healthcare	44.5	11,322
2	Data Communications	18.2	36,002
3	Business Insurance	4.9	29,076
4	Hospitals	4.8	6,474
5	Journal of Accountancy	3.6	273,086
6	EC&M	3.1	76,526
7	Modern Plastics	1.4	48,863
8	ABA Journal	1.0	324,957
9	Chemical & Engin. News	0.9	126,938
10	Publishers Weekly	0.8	38,196

Division Three

(Less than $7 mil. total revenue)		% Chg. '83/'84	Avg. Sub. Circ.
1	Natl. Home Center News	38.9	3,066
2	Modern Salon	9.2	101,706
3	Progressive Architecture	5.0	70,929
4	The High Plains Journal	4.6	55,775
5	Power	3.7	55,909
6	AOPA Pilot	1.4	267,364
7	Drug Topics	1.2	632
8	Discount Store News	−0.2	22,391
9	Chemical Mktg. Reporter	−0.4	15,955
10	Pensions & Invest. Age	−0.8	12,084

Figures are FOLIO estimates for the calendar year 1984.

BUSINESS NEWCOMERS

Ad Revenue

		$000
1	Computer Retail News	11,700
2	Professional Builder	10,285
3	Prod. Design & Development	6,434
4	Bus. Computer Systems	6,200
5	Hospital Medicine	6,200
6	Med. Asp. of Human Sex.	5,700
7	Plastics Technology	5,060
8	Electron. Pkging & Prod.	4,910
9	Tooling & Production	4,863
10	Production Engineering	4,820
11	Architecture	4,406
	Total	**70,578**

Ad Pages

1	Computer Retail News	3,475
2	Electron. Pkging & Prod.	1,932
3	Hospital Medicine	1,856
4	Professional Builder	1,635
5	Tooling & Production	1,601
6	Med. Asp. of Human Sex.	1,410
7	Prod. Design & Development	1,206
8	Plastics Technology	1,166
9	Bus. Computer Systems	1,145
10	Production Engineering	974
11	Architecture	900
	Total	**17,300**

Avg. Ad Pages/Copy

1	Electron. Pkging & Prod.	161
2	Hospital Medicine	155
3	Tooling & Production	133
4	Professional Builder	126
5	Med. Asp. of Human Sex.	118
6	Prod. Design & Development	100
7	Bus. Computer Systems	95
8	Plastics Technology	90
9	Production Engineering	81
10	Computer Retail News	77
11	Architecture	75

Total Revenue

ad rev. + circ. rev.

		$000
1	Computer Retail News	11,700
2	Professional Builder	10,590
3	Prod. Design & Development	6,434
4	Bus. Computer Systems	6,200
5	Hospital Medicine	6,200
6	Med. Asp. of Human Sex.	5,700
7	Architecture	5,148
8	Plastics Technology	5,060
9	Electron. Pkging & Prod.	4,910
10	Tooling & Production	4,863
11	Production Engineering	4,820
	Total	**71,625**

Subscription Revenue

		$000
1	Architecture	742
2	Professional Builder	305
3	Bus. Computer Systems	0
4	Computer Retail News	0
5	Electron. Pkging & Prod.	0
6	Hospital Medicine	0
7	Med. Asp. of Human Sex.	0
8	Plastics Technology	0
9	Prod. Design & Development	0
10	Production Engineering	0
11	Tooling & Production	0
	Total	**1,047**

Avg. Edit. Pgs./Copy

1	Electron. Pkging & Prod.	103
2	Hospital Medicine	103
3	Plastics Technology	99
4	Bus. Computer Systems	89
5	Architecture	87
6	Professional Builder	78
7	Tooling & Production	74
8	Production Engineering	55
9	Computer Retail News	32
10	Med. Asp. of Human Sex.	16
11	Prod. Design & Development	ne

Average Circulation

1	Med. Asp. of Human Sex.	186,070
2	Hospital Medicine	159,305
3	Prod. Design & Development	152,033
4	Professional Builder	134,952
5	Bus. Computer Systems	117,966
6	Production Engineering	90,255
7	Tooling & Production	72,548
8	Architecture	54,010
9	Electron. Pkging & Prod.	44,307
10	Plastics Technology	41,338
11	Computer Retail News	38,906
	Total	**1,091,690**

Avg. Subscrip. Circ.

1	Architecture	44,460
2	Professional Builder	8,610
3	Bus. Computer Systems	0
4	Computer Retail News	0
5	Electron. Pkging & Prod.	0
6	Hospital Medicine	0
7	Med. Asp. of Human Sex.	0
8	Plastics Technology	0
9	Prod. Design & Development	0
10	Production Engineering	0
11	Tooling & Production	0
	Total	**53,070**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Electron. Pkging & Prod.	264
2	Hospital Medicine	258
3	Tooling & Production	207
4	Professional Builder	203
5	Plastics Technology	188
6	Bus. Computer Systems	185
7	Architecture	162
8	Production Engineering	137
9	Med. Asp. of Human Sex.	133
10	Computer Retail News	110
11	Prod. Design & Development	ne

ne = not estimated

Figures are FOLIO estimates for the calendar year 1984.

BUSINESS MARKET PERFORMANCE SUMMARIES

Total Revenue

Rank 1984	Market Name	1984 Total Rev. ($000)
1	Electronics	198,327
2	Data Management	185,784
3	Medical	180,040
4	Telecommunications	119,233
5	Industrial Products & Design Engineering	118,746
6	Finance & Investing	88,787
7	Retail Management	86,377
8	Architecture & Building	81,047
9	Food Service	76,283
10	Aerospace & Aviation	58,435
11	Marketing	54,235
12	Apparel	53,162
13	Business & Consumer Services	51,568
14	Chemicals	49,152
15	Automotive Industry	30,247
16	Nursing	30,119
17	Education	16,975
18	Metals	15,996

Advertising Revenue

Rank 1984	Market Name	1984 Ad Rev. ($000)
1	Electronics	193,754
2	Data Management	179,362
3	Medical	162,767
4	Industrial Products & Design Engineering	116,246
5	Telecommunications	109,712
6	Retail Management	83,851
7	Food Service	75,059
8	Architecture & Building	67,812
9	Finance & Investing	58,519
10	Apparel	48,612
11	Marketing	46,330
12	Aerospace & Aviation	43,353
13	Chemicals	42,800
14	Business & Consumer Services	31,013
15	Automotive Industry	26,646
16	Metals	15,996
17	Nursing	12,953
18	Education	10,867

Advertising Pages

Rank 1984	Market Name	1984 Ad Pages
1	Electronics	43,216
2	Medical	42,578
3	Data Management	31,757
4	Industrial Products & Design Engineering	23,371
5	Telecommunications	22,207
6	Retail Management	19,448
7	Food Service	14,845
8	Architecture & Building	13,883
9	Business & Consumer Services	11,573
10	Apparel	10,459
11	Chemicals	10,335
12	Finance & Investing	7,563
13	Marketing	7,399
14	Aerospace & Aviation	5,890
15	Automotive Industry	5,268
16	Metals	4,075
17	Education	3,051
18	Nursing	1,969

Average Circulation

Rank 1984	Market Name	1984 Avg. Circulation
1	Medical	2,982,975
2	Data Management	1,611,874
3	Industrial Products & Design Engineering	1,484,511
4	Electronics	1,370,281
5	Business & Consumer Services	1,308,931
6	Nursing	1,154,363
7	Aerospace & Aviation	792,168
8	Architecture & Building	735,413
9	Retail Management	533,744
10	Food Service	463,453
11	Telecommunications	458,103
12	Finance & Investing	418,789
13	Chemicals	409,519
14	Automotive Industry	357,964
15	Education	322,890
16	Metals	253,615
17	Marketing	181,421
18	Apparel	86,102

Subscription Revenue

Rank 1984	Market Name	1984 Sub. Rev. ($000)
1	Finance & Investing	21,653
2	Business & Consumer Services	20,556
3	Medical	17,273
4	Nursing	17,166
5	Aerospace & Aviation	13,245
6	Architecture & Building	12,764
7	Telecommunications	9,522
8	Marketing	7,449
9	Data Management	6,422
10	Chemicals	6,352
11	Education	6,109
12	Electronics	4,573
13	Apparel	4,306
14	Automotive Industry	3,601
15	Retail Management	2,526
16	Industrial Products & Design Engineering	2,500
17	Food Service	1,224
18	Metals	0

Average Subscription Circulation

Rank 1984	Market Name	1984 Avg. Sub. Circ.
1	Business & Consumer Services	1,274,831
2	Nursing	1,154,363
3	Medical	807,658
4	Aerospace & Aviation	661,802
5	Architecture & Building	515,147
6	Education	322,890
7	Telecommunications	283,436
8	Chemicals	251,566
9	Finance & Investing	220,200
10	Automotive Industry	186,577
11	Retail Management	178,448
12	Data Management	175,890
13	Electronics	168,287
14	Marketing	162,038
15	Industrial Products & Design Engineering	105,154
16	Apparel	84,150
17	Food Service	70,743
18	Metals	0

Figures are Folio estimates for the calendar year 1984.

Aerospace & Aviation

Market Highlights

CIRCULATION:

ALL TITLES UP CIRCULATIONS

Flying's number one circulation of 332,772 accounts for nearly half of the market's total. Biggest gain goes to *AOPA Pilot*, up 1.4% versus 1983. *Flying*, only book with a newsstand circ, boosts single-copy sales 4.2%.

AD PAGES:

TWO TITLES RECORD STRONG GROWTH

Aviation Week & Space Technology and *Flying* soar above the two other titles with a 15.3% and 12.3% rise in ad pages versus 1983. Overall, the market far surpasses its '83 ad page performance, lifting pages an average 7% in 1984.

REVENUE:

ADS FUEL TOTAL DOLLAR RISE

Strong ad revenue gains push up total revenue increases. Although not nearly at the rate of '83 growth, all three books enjoy subscription revenue boosts. *Flying*, the only book with three revenue sources, tops sub revenue gains and posts a number two total revenue gain of 8.4%. But *Aviation Week & Space Technology* flies first class in advertising (up 22.7%) and total revenue (up 17.6%) increases, bettering its number two performance of 1983.

AEROSPACE & AVIATION

Ad Pages

1	Avn. Week & Space Tech.	3,677
2	Business & Comm. Avn.	1,125
3	Flying	575
4	AOPA Pilot	513
	Total	**5,890**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Avn. Week & Space Tech.	15.3
2	Flying	12.3
3	AOPA Pilot	1.2
4	Business & Comm. Avn.	−0.3

Net Chg. Ad Pages

1984 vs. 1983

1	Avn. Week & Space Tech.	489
2	Flying	63
3	AOPA Pilot	6
4	Business & Comm. Avn.	−3
	Total	**555**

Avg. Ad Pages/Copy

1	Business & Comm. Avn.	94
2	Avn. Week & Space Tech.	71
3	Flying	48
4	AOPA Pilot	43

Ad Revenue

		$000
1	Avn. Week & Space Tech.	24,600
2	Business & Comm. Avn.	8,504
3	Flying	6,834
4	AOPA Pilot	3,415
	Total	**43,353**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Avn. Week & Space Tech.	22.7
2	Flying	12.0
3	Business & Comm. Avn.	4.0
4	AOPA Pilot	3.6

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Avn. Week & Space Tech.	4,556
2	Flying	730
3	Business & Comm. Avn.	326
4	AOPA Pilot	120
	Total	**5,732**

Avg. Edit. Pgs./Copy

1	Business & Comm. Avn.	92
2	Avn. Week & Space Tech.	68
3	AOPA Pilot	61
4	Flying	54

Average Circulation

1	Flying	332,772
2	AOPA Pilot	267,364
3	Avn. Week & Space Tech.	140,147
4	Business & Comm. Avn.	51,885
	Total	**792,168**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	AOPA Pilot	1.4
2	Flying	0.9
3	Avn. Week & Space Tech.	0.8
4	Business & Comm. Avn.	0.3

Net Chg. Avg. Circ.

1984 vs. 1983

1	AOPA Pilot	3,600
2	Flying	2,934
3	Avn. Week & Space Tech.	1,140
4	Business & Comm. Avn.	159
	Total	**7,833**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Business & Comm. Avn.	185
2	Avn. Week & Space Tech.	139
3	AOPA Pilot	103
4	Flying	102

Total Revenue

ad rev. + circ. rev.

		$000
1	Avn. Week & Space Tech.	30,878
2	Flying	12,430
3	Business & Comm. Avn.	8,504
4	AOPA Pilot	6,623
	Total	**58,435**

% Chg. Total Revenue

1984 vs. 1983

		%
1	Avn. Week & Space Tech.	17.6
2	Flying	8.4
3	Business & Comm. Avn.	4.0
4	AOPA Pilot	2.5

Subscription Revenue

		$000
1	Avn. Week & Space Tech.	6,278
2	Flying	3,759
3	AOPA Pilot	3,208
4	Business & Comm. Avn.	0
	Total	**13,245**

% Chg. Sub. Revenue

1984 vs. 1983

		%
1	Flying	4.3
2	AOPA Pilot	1.4
3	Avn. Week & Space Tech.	1.1
4	Business & Comm. Avn.	n/a

Avg. Subscrip. Circ.

1	AOPA Pilot	267,364
2	Flying	254,291
3	Avn. Week & Space Tech.	140,147
4	Business & Comm. Avn.	0
	Total	**661,802**

% Chg. Avg. Sub. Circ.

1984 vs. 1983

		%
1	AOPA Pilot	1.4
2	Avn. Week & Space Tech.	0.8
3	Business & Comm. Avn.	n/a
4	Flying	−0.1

Net Chg. Avg. Sub. Circ.

1984 vs. 1983

1	AOPA Pilot	3,600
2	Avn. Week & Space Tech.	1,140
3	Business & Comm. Avn.	n/a
4	Flying	−223
	Total	**4,517**

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

AOPA Pilot

The Aircraft Owners & Pilots Association
421 Aviation Way
Frederick, MD 21701
(301) 695-2056
Year founded: 1958
Published: Monthly

Publisher: John L. Baker
Other key contacts: Edward G. Tripp, Director Publications Division; Katrina B. Bradshaw, Advertising Manager

Editorial Description: AOPA Pilot is edited for the general aviation pilots and aircraft owners who are members of the Aircraft Owners and Pilots Association. It reports on FAA rules, regulations and actions of other U.S. Government agencies affecting private and business pilots. Special features for beginners and experienced pilots alike are designed to promote safer, more enjoyable flying through increased knowledge and pilot proficiency. Regular features include: Pilot News, Safety Corner, Washington Council, Never Again, VFR and IFR Survival Strategies and Legally Speaking.

Member: ABC
Primary SRDS Classification No. 7

Aviation Week & Space Technology

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-3288
Year founded: 1916
Published: Weekly

Publisher: Harold W. McGraw, III
Other key contacts: Paul C. Halas, Director of Sales & Marketing; Robert Rottmeier, Director International Sales & Marketing

Editorial Description: Aviation Week & Space Technology serves aerospace market sectors including military, government, commercial air transportation and corporate aviation. Industry coverage includes: military, commercial and corporate aircraft; rockets; missiles; space vehicles; powerplants; avionics; and related components and equipment.

Member: ABC, ABP

Primary SRDS Classification No. 7

Business and Commercial Aviation

Murdoch Magazines
Hangar C-1 Westchester County Airport
White Plains, NY 10604
(914) 948-1912
Year founded: 1958
Published: Monthly

Publisher: David W. Ewald
Advertising Director: Gary S. Worden
Other key contacts: Kenneth H. Ross, Eastern Manager; Robert W. Fyan Jr., Midwest/Intermountain Manager; Melissa Murphy, Southwest Manager; Joe Mesics, Western Manager

Editorial Description: Business and Commercial Aviation is edited for those who own and/or are responsible for management, operation and maintenance of business type aircraft (including commuters and helicopters). Intelligence sections summarize news while articles describe management techniques, new aircraft and accessory equipment, sales, procedures and maintenance methods.
Member: BPA, ABP
Primary SRDS Classification No. 7

(Continued on page 311)

Figures are FOLIO estimates for the calendar year 1984.

Apparel
Market Highlights

CIRCULATION:
FAIRCHILD TWINS STRENGTHEN FRANCHISE

Reversing minor circulation slippage in '83, *WWD* and the *Daily News Record* move their overall circulation performances into the plus column. Particularly dramatic: *WWD*'s 16.2% increase in its small newsstand circulation.

AD PAGES:
MARKET TOPS 10,000 PAGES

It's a one-two situation in ad pages. *WWD* runs twice as many pages as *Daily News Record*, but *DNR* more than doubles *WWD*'s page gains. *WWD*'s '84 performance outshines its '83 performance, however, pulling its total to nearly 7,000 pages.

REVENUE:
ALL SOURCES BOOST MARKET REVENUE

WWD's big newsstand turnaround produces an equally dramatic single-copy revenue reversal, from -20.7% in 1983 to +14.6% in 1984. However, brother book *DNR* tops total revenue (up 23.9%) and ad revenue (up 26%) gains. Sub revenue performances for both books also better those of 1983.

APPAREL

Ad Pages

1	Women's Wear Daily	6,972
2	Daily News Record	3,487
	Total	**10,459**

% Chg. Ad Pages
1984 vs. 1983

		%
1	Daily News Record	7.6
2	Women's Wear Daily	3.4

Net Chg. Ad Pages
1984 vs. 1983

1	Daily News Record	247
2	Women's Wear Daily	232
	Total	**479**

Avg. Ad Pages/Copy

1	Women's Wear Daily	28
2	Daily News Record	14

Ad Revenue

		$000
1	Women's Wear Daily	32,239
2	Daily News Record	16,373
	Total	**48,612**

% Chg. Ad Revenue
1984 vs. 1983

		%
1	Daily News Record	26.0
2	Women's Wear Daily	12.0

Net Chg. Ad Revenue
1984 vs. 1983

		$000
1	Women's Wear Daily	3,464
2	Daily News Record	3,374
	Total	**6,838**

Avg. Edit. Pgs./Copy

1	Women's Wear Daily	20
2	Daily News Record	16

Average Circulation

1	Women's Wear Daily	63,351
2	Daily News Record	22,751
	Total	**86,102**

% Chg. Avg. Circ.
1984 vs. 1983

		%
1	Women's Wear Daily	2.0
2	Daily News Record	0.1

Net Chg. Avg. Circ.
1984 vs. 1983

1	Women's Wear Daily	1,237
2	Daily News Record	25
	Total	**1,262**

Avg. Total Pgs./Copy
ad pages + edit. pages

1	Women's Wear Daily	48
2	Daily News Record	30

Total Revenue
ad rev. + circ. rev.

		$000
1	Women's Wear Daily	35,652
2	Daily News Record	17,510
	Total	**53,162**

% Chg. Total Revenue
1984 vs. 1983

		%
1	Daily News Record	23.9
2	Women's Wear Daily	11.0

Subscription Revenue

		$000
1	Women's Wear Daily	3,168
2	Daily News Record	1,138
	Total	**4,306**

% Chg. Sub. Revenue
1984 vs. 1983

		%
1	Women's Wear Daily	1.6
2	Daily News Record	0.1

Avg. Subscrip. Circ.

1	Women's Wear Daily	61,399
2	Daily News Record	22,751
	Total	**84,150**

% Chg. Avg. Sub. Circ.
1984 vs. 1983

		%
1	Women's Wear Daily	1.6
2	Daily News Record	0.1

Net Chg. Avg. Sub. Circ.
1984 vs. 1983

1	Women's Wear Daily	966
2	Daily News Record	25
	Total	**991**

Newsstand Revenue

		$000
1	Women's Wear Daily	244
2	Daily News Record	0
	Total	**244**

Avg. Newsstand Circ.

1	Women's Wear Daily	1,953
2	Daily News Record	0
	Total	**1,953**

% Chg. Avg. News. Circ.
1984 vs. 1983

		%
1	Women's Wear Daily	16.2
2	Daily News Record	n/a

Net Chg. Avg. News. Circ.
1984 vs. 1983

1	Women's Wear Daily	272
2	Daily News Record	n/a
	Total	**272**

% Chg. News. Revenue
1984 vs. 1983

		%
1	Women's Wear Daily	14.6
2	Daily News Record	n/a

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Daily News Record

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4190
Year founded: 1893
Published: Daily (M-F)

Publisher: Herbert Blueweiss
Advertising Director: Morris Chaklai
Other key contacts: Steve Stoneburn, Senior Vice President; Michael Luther, Editor

Editorial Description: Daily News Record supplies fashion, product, merchandising and marketing news of men's and boys' wear and textiles. Coverage starts at the fiber producer level with daily primary market prices, and encompasses news of textile mills, clothing manufacturing, wholesaling and retailing, as well as primary prices, production and marketing news of textiles for industrial end products.

Member: ABC

Primary SRDS Classification No. 31

Women's Wear Daily

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4000
Year founded: 1910
Published: Daily (M-F)

Publisher: John B. Fairchild
Advertising Director: Olivia Thompson, Vice President & Associate Publisher
Other key contacts: Gene Fahy, Vice President Group Sales; Michael Coady, Senior Vice President, Associate Publisher, Executive Editor

Editorial Description: Women's Wear Daily reports on the business of fashion including women's and children's ready-to-wear, sportswear, innerwear, accessories, furs, legwear, and active sportswear, and on fiber and fabrics, cosmetics, fragrance and retail technology, to keep segments of the fast-changing fashion industry up-to-date. Regional issues, published 5 times a year each for Chicago, Atlanta, Dallas and California as well as WWD Germany twice a year, give coverage of regional shows to retailers who shop these markets.

Member: ABC

Primary SRDS Classification No. 35A

Figures are FOLIO estimates for the calendar year 1984

The Business of Fashion.

Fashion is serious business. And very big business. And Women's Wear Daily is at its very heart.

To read WWD every day is to gain extraordinary insight into the business of fashion. It is to be privy to trade secrets.

Because, quite simply, it is expert reporting. On the manufacturing and merchandising of women's and children's apparel. On fibers and fabrics. Advancements in technology.

It is where you will find out about the industry's velvet giants and self-made millionaires. It's about Seventh Avenue slick and la moda from Milan. Political philosophy and recommendations retailers can use. What they're saying on Wall Street and the word from Washington.

It's changes in import and export laws and coping with credit. It's identifying directions in design.

WWD is the way to read between the lines. It's privileged information.

More than 260 thousand readers in the fashion industry–from apparel manufacturers to designers to mill executives to bankers to chief operating officers and retail merchandise managers–read Women's Wear Daily every day.

If you are in the fashion business, you need to reach these decision-makers and opinion-shapers. Put your advertising message in Women's Wear Daily.

Where it will wear well.

WWD

The Business of Fashion.

WOMEN'S WEAR DAILY ☐ 7 EAST 12 STREET, NEW YORK, N.Y. 10003 ☐ (212) 741-4000

Architecture & Building

Market Highlights

CIRCULATION:

MARKET ADDS FOUR TITLES

Two books debuting in this FOLIO:400 market snare the number two and three circulation positions, *Professional Builder* at 134,952 and *Engineering News-Record*, 103,134. A total of four new arrivals nearly double the market's total circulation, but biggest book, *Builder*, remains a strong number one at 179,515. *Progressive Architecture* moves into the number one position in sub gains. *Building Design & Construction* just edges out *PA* for number one in total circ gains by increasing its controlled circulation 6.1%.

AD PAGES:

INTERIOR DESIGN TURNS AROUND

ID reverses a slight 1983 dip into negative growth with a 1984 page gain of 10%, strengthening its number one page position of 3,290. Market newcomer *Engineering News-Record* contributes 2,797 pages to market total for second place. *Builder* repeats its strong performance of 1983 with a whopping page gain of 42%, and number two *Architectural Record* finishes 1984 with an increase of 17% in pages versus 1983.

REVENUE:

STRONG PERFORMANCES REFLECT HOUSING MARKET

Interior Design beautifies its ad and total revenue picture dramatically, tripling its '83 gains and moving from number three to number two in both measurements. *Architectural Record* leads sub dollar gains, while *Builder* builds its balance with a number one 57.7% gain in ad dollars and a 38.8% lift in total dollars.

ARCHITECTURE & BUILDING

Ad Pages

1	Interior Design	3,290
2	Engineering News-Record	2,797
3	Architectural Record	1,781
4	Professional Builder	1,635
5	Builder	1,183
6	Bldg. Design & Constr.	1,153
7	Progressive Architecture	1,144
8	Architecture	900
	Total	**13,883**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Builder	42.0
2	Architectural Record	17.0
3	Interior Design	10.0
4	Bldg. Design & Constr.	6.2
5	Engineering News-Record	1.5
6	Architecture	ne
7	Professional Builder	ne
8	Progressive Architecture	−7.7

Net Chg. Ad Pages

1984 vs. 1983

1	Builder	350
2	Interior Design	298
3	Architectural Record	259
4	Bldg. Design & Constr.	67
5	Engineering News-Record	41
6	Architecture	ne
7	Professional Builder	ne
8	Progressive Architecture	−96
	Total	**919**

Avg. Ad Pages/Copy

1	Interior Design	253
2	Architectural Record	127
3	Professional Builder	126
4	Builder	99
5	Bldg. Design & Constr.	96
6	Progressive Architecture	95
7	Architecture	75
8	Engineering News-Record	55

Ad Revenue

		$000
1	Engineering News-Record	12,083
2	Interior Design	11,803
3	Architectural Record	10,284
4	Professional Builder	10,285
5	Builder	8,370
6	Bldg. Design & Constr.	5,361
7	Progressive Architecture	5,220
8	Architecture	4,406
	Total	**67,812**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Builder	57.7
2	Interior Design	22.2
3	Architectural Record	20.0
4	Bldg. Design & Constr.	13.5
5	Engineering News-Record	6.7
6	Progressive Architecture	1.1
7	Architecture	ne
8	Professional Builder	ne

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Builder	3,062
2	Interior Design	2,143
3	Architectural Record	1,714
4	Engineering News-Record	758
5	Bldg. Design & Constr.	637
6	Progressive Architecture	55
7	Architecture	ne
8	Professional Builder	ne
	Total	**8,369**

Avg. Edit. Pgs./Copy

1	Interior Design	149
2	Architectural Record	96
3	Architecture	87
4	Builder	82
5	Professional Builder	78
6	Progressive Architecture	78
7	Bldg. Design & Constr.	57
8	Engineering News-Record	43

Average Circulation

1	Builder	179,515
2	Professional Builder	134,952
3	Engineering News-Record	103,134
4	Architectural Record	75,164
5	Progressive Architecture	70,929
6	Bldg. Design & Constr.	67,742
7	Architecture	54,010
8	Interior Design	49,967
	Total	**735,413**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Bldg. Design & Constr.	6.1
2	Progressive Architecture	5.0
3	Interior Design	2.3
4	Builder	1.8
5	Architecture	ne
6	Professional Builder	ne
7	Engineering News-Record	−0.9
8	Architectural Record	−1.0

Net Chg. Avg. Circ.

1984 vs. 1983

1	Bldg. Design & Constr.	3,895
2	Progressive Architecture	3,349
3	Builder	3,154
4	Interior Design	1,140
5	Architecture	ne
6	Professional Builder	ne
7	Architectural Record	−749
8	Engineering News-Record	−885
	Total	**9,904**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Interior Design	402
2	Architectural Record	224
3	Professional Builder	203
4	Builder	180
5	Progressive Architecture	173
6	Architecture	162
7	Bldg. Design & Constr.	153
8	Engineering News-Record	98

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Architectural Record

McGraw-Hill Information Systems Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-4685
Year founded: 1981
Published: 14x per year

Publisher: Paul B. Beatty
Advertising Director: Paul B. Beatty
Other key contacts: Harrington A. Rose, Director of National Advertising

Editorial Description: Architectural Record is edited for architects and engineers engaged in building design and product specification. Editorial content includes business (news of building volume, legal activity, office practice, computers, marketing) design, engineering and new products and literature. Just over 50 percent of editorial is devoted to design: the presentation of important new buildings, design philosophy, urban planning and interior design.

Member: BPA

Primary SRDS Classification No. 4

ARCHITECTURE

Hanley-Wood, Inc.
1735 New York Ave., N.W.
Washington, D.C. 20006
(202) 626-7471
Year founded: 1913
Published: Monthly

Advertising Director: John D. Payne

Editorial Description: ARCHITECTURE is the official publication of the American Institute of Architects published at AIA Headquarters in Washington, D.C. Every month ARCHITECTURE provides architects with information and ideas vital to the profession. This includes critical evaluations of new and existing works from individual buildings to entire communities. ARCHITECTURE also provides news coverage of topics important to architects including association events, legislation, new products, book reviews, etc. The editorial goal is to provide a qualitative commentary on the value and effect of architecture on the built environment as it relates to the art and science of the profession.

Member: BPA

Primary SRDS Classification No. 4

BUILDER

Hanley-Wood, Inc.
655 15th St., NW, Ste. 475
Washington, DC 20005
(202) 737-0717
Year founded: 1947
Published: Monthly

Publisher: Michael M. Wood
Advertising Director: Peter H. Miller
Other key contacts: Frank Anton, Editor; John T. Aquino, Associate Publisher; Michael J. Hanley, Chairman

Editorial Description: BUILDER, the official magazine of the National Association of Home Builders, is committed to helping the housing industry build better housing. To do this it provides balanced coverage of subjects and issues important to the housing industry, including design, marketing, business management, the economy, finance, construction, new products, commercial building and remodeling, as well as home building, government affairs and the activities of NAHB. Special editorial features include: "Outlook," a monthly market forecast from NAHB's Chief Economist, Michael Sumichrast; "Design Workshop" and "Sketchbook," monthly stories ▶

Figures are FOLIO estimates for the calendar year 1984.

ARCHITECTURE & BUILDING

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Engineering News-Record	15,590
2	Interior Design	13,758
3	Architectural Record	12,649
4	Builder	11,158
5	Professional Builder	10,590
6	Progressive Architecture	6,793
7	Bldg. Design & Constr.	5,361
8	Architecture	5,148
	Total	**81,047**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Builder	38.8
2	Interior Design	19.0
3	Architectural Record	18.0
4	Bldg. Design & Constr.	13.5
5	Engineering News-Record	6.4
6	Progressive Architecture	2.7
7	Architecture	ne
8	Professional Builder	ne

Subscription Revenue

		$000
1	Engineering News-Record	3,507
2	Builder	2,788
3	Architectural Record	2,365
4	Progressive Architecture	1,573
5	Interior Design	1,484
6	Architecture	742
7	Professional Builder	305
8	Bldg. Design & Constr.	0
	Total	12,764

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Architectural Record	10.0
2	Progressive Architecture	8.6
3	Engineering News-Record	5.3
4	Interior Design	4.5
5	Builder	2.0
6	Architecture	ne
7	Bldg. Design & Constr.	n/a
8	Professional Builder	ne

Avg. Subscrip. Circ.

1	Builder	170,112
2	Engineering News-Record	103,134
3	Architectural Record	75,164
4	Progressive Architecture	70,929
5	Architecture	44,460
6	Interior Design	42,738
7	Professional Builder	8,610
8	Bldg. Design & Constr.	0
	Total	515,147

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Progressive Architecture	5.0
2	Interior Design	4.5
3	Builder	3.1
4	Architecture	ne
5	Bldg. Design & Constr.	n/a
6	Professional Builder	ne
7	Engineering News-Record	−0.9
8	Architectural Record	−1.0

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Builder	5,051
2	Progressive Architecture	3,349
3	Interior Design	1,849
4	Architecture	ne
5	Bldg. Design & Constr.	n/a
6	Professional Builder	ne
7	Architectural Record	−749
8	Engineering News-Record	−885
	Total	**8,615**

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

on good design; "Project of the Month," a monthly focus on innovative housing; and "Shop Talk," a regular feature on construction techniques.

Member: BPA

Primary SRDS Classification No. 19

Building Design & Construction

Cahners Publishing Company
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
(312) 635-8800
Published: Monthly

Publisher: Daniel E. Comiskey
Advertising Director: John N. Stellwagen
Other key contacts: Lisa M. Zurick, Marketing Services Manager

Editorial Description: Building Design & Construction is edited for the Building Team of Owners, Architects, Engineers and Contractors who are involved in the design, construction and ownership of Commercial, Industrial and Institutional buildings. Features cover business and technology innovations in design, construction and management methods. Interpretive articles cover industry trends, government action, economic concerns and business practices.

Member: BPA

Primary SRDS Classification No. 4

Engineering News-Record

McGraw-Hill Information Systems Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-3131
Year founded: 1874
Published: Weekly

Publisher: David J. McGrath
Advertising Director: Lynn Lutjen, Marketing Manager
Other key contacts: Dennis Witenstein, Business Manager

Editorial Description: Engineering News-Record is a weekly magazine reporting Business News and Technical News on many types of construction, worldwide. The market includes Nonresidential Buildings (manufacturing, commercial educational, hospital, government service, recreational and religious); Residential Buildings (apartments, hotels, motels, dormitories and nursing homes); Transportation (highways, bridges, mass transit, airports, space and military bases); Water Use and Control (waterworks, sewerage, harbors, flood control, irrigation, pollution control, reservoirs and dams); Electricity, Gas Communications (utilities and pipelines). Business News; contract awards, planned projects, bid dates, legislation, labor costs, prices, wages, employment. Technical News: design and construction stories; accidents, failures, safety; planning; material and equipment.

Member: ABC, ABP, MPA
Primary SRDS Classification No. 41

Interior Design

Cahners Publishing Company
475 Park Avenue South
New York, NY 10016
(212) 686-0555
Year founded: 1932
Published: Monthly

Publisher: Lester Dundee
Advertising Director: Don W. Gross

Editorial Description: Interior Design is edited for professional designer/specifiers of contract

(Continued on page 311)

Automotive Industry

Market Highlights

CIRCULATION:

1984 CIRCULATION GAINS OUTSTRIP 1983

The market's circulation gains for 1984 far surpass those of last year, as market adds nearly 4,700 copies. Number two *Automotive News* reverses 1983's slippage and turns in a gain of 2.2% in '84. Controlled circ *Heavy Duty Trucking* tops gains, with a 5% boost vs. 1983.

AD PAGES:

PAGES GROW; *MOTOR* SCORES DRAMATIC TURNAROUND

The market's ad page growth of nearly 5% is fueled in part by *Motor*'s dramatic turnaround: Number one in 1984 page gains with 17.2% rise versus last year. Smallest circ book, *Automotive News*, continues to carry nearly half the market's 5,268 pages, while the "truck books" run wheel to wheel in ad pages.

REVENUE:

BIGGEST GAINS GO TO SMALLER BOOKS

Painting a healthy revenue picture, three out of four books record double-digit total dollar increases. Smaller titles lead in ad dollar gains, particularly number one *Motor*, up 20.2%. *Heavy Duty Trucking* clocks the top speed in total revenue gains at plus 17.2%.

AUTOMOTIVE INDUSTRY

Ad Pages

1	Automotive News	2,385
2	Fleet Owner/Big Fleet	1,190
3	Heavy Duty Trucking	1,114
4	Motor	579
	Total	**5,268**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Motor	17.2
2	Heavy Duty Trucking	16.0
3	Fleet Owner/Big Fleet	4.3
4	Automotive News	1.2

Net Chg. Ad Pages

1984 vs. 1983

1	Heavy Duty Trucking	154
2	Motor	85
3	Fleet Owner/Big Fleet	49
4	Automotive News	28
	Total	**316**

Avg. Ad Pages/Copy

1	Fleet Owner/Big Fleet	99
2	Heavy Duty Trucking	93
3	Motor	48
4	Automotive News	44

Ad Revenue

		$000
1	Automotive News	10,905
2	Fleet Owner/Big Fleet	6,842
3	Heavy Duty Trucking	5,242
4	Motor	3,657
	Total	**26,646**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Motor	20.2
2	Heavy Duty Trucking	17.2
3	Fleet Owner/Big Fleet	12.3
4	Automotive News	10.6

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Automotive News	1,041
2	Heavy Duty Trucking	768
3	Fleet Owner/Big Fleet	748
4	Motor	615
	Total	**3,172**

Avg. Edit. Pgs./Copy

1	Fleet Owner/Big Fleet	95
2	Motor	43
3	Automotive News	30
4	Heavy Duty Trucking	ne

Average Circulation

1	Motor	125,344
2	Heavy Duty Trucking	95,325
3	Fleet Owner/Big Fleet	76,062
4	Automotive News	61,233
	Total	**357,964**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Heavy Duty Trucking	5.0
2	Automotive News	2.2
3	Fleet Owner/Big Fleet	0.1
4	Motor	−1.0

Net Chg. Avg. Circ.

1984 vs. 1983

1	Heavy Duty Trucking	4,546
2	Automotive News	1,305
3	Fleet Owner/Big Fleet	104
4	Motor	−1,292
	Total	**4,663**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Fleet Owner/Big Fleet	194
2	Motor	92
3	Automotive News	74
4	Heavy Duty Trucking	ne

Total Revenue

ad rev. + circ. rev.

		$000
1	Automotive News	13,295
2	Fleet Owner/Big Fleet	6,842
3	Heavy Duty Trucking	5,242
4	Motor	4,868
	Total	**30,247**

% Chg. Total Revenue

1984 vs. 1983

		%
1	Heavy Duty Trucking	17.2
2	Motor	14.1
3	Fleet Owner/Big Fleet	12.3
4	Automotive News	9.1

Subscription Revenue

		$000
1	Automotive News	2,390
2	Motor	1,211
3	Fleet Owner/Big Fleet	0
4	Heavy Duty Trucking	0
	Total	**3,601**

% Chg. Sub. Revenue

1984 vs. 1983

		%
1	Automotive News	3.0
2	Fleet Owner/Big Fleet	n/a
3	Heavy Duty Trucking	n/a
4	Motor	−1.0

Avg. Subscrip. Circ.

1	Motor	125,344
2	Automotive News	61,233
3	Fleet Owner/Big Fleet	0
4	Heavy Duty Trucking	0
	Total	**186,577**

% Chg. Avg. Sub. Circ.

1984 vs. 1983

		%
1	Automotive News	2.2
2	Fleet Owner/Big Fleet	n/a
3	Heavy Duty Trucking	n/a
4	Motor	−1.0

Net Chg. Avg. Sub. Circ.

1984 vs. 1983

1	Automotive News	1,305
2	Fleet Owner/Big Fleet	n/a
3	Heavy Duty Trucking	n/a
4	Motor	−1,292
	Total	**13**

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Automotive News

Crain Communications Inc.
1400 Woodbridge Avenue
Detroit, MI 48207
(313) 446-6000
Year founded: 1925
Published: Weekly

Publisher: Keith E. Crain, Editorial Director
Other key contacts: M. Reid MacGuidwin, Marketing Director

Editorial Description: Automotive News covers current events and developments involving the automotive trade. News articles include sales and production figures, market analysis, interpretation of news reports, insight into industry problems, legislation affecting the automotive business, new styling, engineering, production and material developments, special reports. Special features include: monthly sections covering Auto Making Service Management, Automotive World News, the Truck Industry and Leisure Vehicles.
Member: ABC, ABP
Primary SRDS Classification No. 6

FLEET OWNER
(Big Fleet Edition)

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-4563
Year founded: 1928
Published: Monthly

Publisher: Paul Kisseberth
Advertising Director: Peter Callahan
Other key contacts: Joseph Eckl, Manager Marketing & Production Services

Editorial Description: FLEET OWNER (Big Fleet Edition) is edited for management personnel responsible for the administration, operations, maintenance and specification of truck and bus fleets having 10 or more vehicles. Feature articles and special reports cover management procedures, operating techniques, equipment and maintenance planning and practice, safety regulations, industry news, present and prospective equipment developments. Regular departments include: staff opinion reports on labor, maintenance, equipment, operations, economics; transportation economic forecast from Data Resource, Inc.; Dateline News and analysis; Technical News; new vehicles, new products and current literature.

Member: BPA

Primary SRDS Classification No. 96

Heavy Duty Trucking

Newport Publications
4001 Westerly Place #106, Box W
Newport Beach, CA 92658
(714) 833-0512
Year founded: 1922
Published: Monthly

Publisher: Kent Powell
Advertising Director: George Jacouides
Other key contacts: Michael F. Falletich, Marketing Manager

Editorial Description: Heavy Duty Trucking is written for heavy truck fleets operating tractor-trailer combinations and straight trucks of Class 7 & 8 (over 26,000 lbs. gvw). News and feature

(Continued on page 311)

Figures are Folio estimates for the calendar year 1984.

Business & Consumer Services

Market Highlights

CIRCULATION:

MARKET CIRCULATION GAINS STEADILY

In 1984, the Business & Consumer Services market doubles its 1983 circulation gains, for an average of 4% growth. Smallest circ book, *The Travel Agent*, is tops in growth, up 5.1% versus 1983. Biggest circ, *real estate today*, reversing last year's performance, moves into the plus column with a 4.9% increase.

AD PAGES:

PAGES CONTINUE UP; *REAL ESTATE TODAY* TOPS AD BOOM

The category lifts its page total to 11,573. Biggest book, *The Travel Agent*, remains number one with 8,138 pages. Repeating its 1983 growth performance, *real estate today* posts a dramatic 60.8% gain, and *Journal of Accountancy* moves up a notch into number two in growth with a 17.9% increase versus year ago.

REVENUE:

AVERAGE TOTAL REVENUE INCREASE 13.5%

Four of five titles post double-digit gains in total revenue for a market average of 13.5%. *Journal of Accountancy* (up 16.5%) moves to number two in 1984 growth. *JOA* missed first place by a nose, deferring to last year's top gainer, *ABA Journal*, up 16.6%.

BUSINESS & CONSUMER SERVICES

Ad Pages

1 The Travel Agent	8,138
2 Business Insurance	1,507
3 Journal of Accountancy	1,087
4 ABA Journal	707
5 real estate today	134
Total	**11,573**

% Chg. Ad Pages

1984 vs. 1983	%
1 real estate today	60.8
2 Journal of Accountancy	17.9
3 ABA Journal	9.6
4 Business Insurance	1.3
5 The Travel Agent	−0.2

Net Chg. Ad Pages

1984 vs. 1983	
1 Journal of Accountancy	165
2 ABA Journal	62
3 real estate today	51
4 Business Insurance	19
5 The Travel Agent	−13
Total	**284**

Avg. Ad Pages/Copy

1 Journal of Accountancy	91
2 ABA Journal	59
3 The Travel Agent	51
4 Business Insurance	29
5 real estate today	15

Ad Revenue

	$000
1 The Travel Agent	12,827
2 Business Insurance	6,524
3 ABA Journal	5,494
4 Journal of Accountancy	4,739
5 real estate today	1,429
Total	**31,013**

% Chg. Ad Revenue

1984 vs. 1983	%
1 real estate today	90.8
2 Journal of Accountancy	31.7
3 ABA Journal	22.8
4 Business Insurance	13.7
5 The Travel Agent	8.2

Net Chg. Ad Revenue

1984 vs. 1983	$000
1 Journal of Accountancy	1,141
2 ABA Journal	1,020
3 The Travel Agent	974
4 Business Insurance	787
5 real estate today	680
Total	**4,602**

Avg. Edit. Pgs./Copy

1 ABA Journal	110
2 Journal of Accountancy	77
3 real estate today	55
4 The Travel Agent	25
5 Business Insurance	22

▶

MAGAZINE PROFILES

ABA Journal

The Lawyer's Magazine

American Bar Association
750 North Lake Shore Drive
Chicago, IL 60611
(312) 988-5000
Year founded: 1915
Published: Monthly

Publisher: Richard B. Allen
Assistant Publisher: Grant Duers
Other key contacts: Joseph Flanagan, Sales Manager; James McDonald, Sales Manager

Editorial Description: The ABA Journal is edited for those in the legal profession, and primarily for lawyers in private practice or judges of trial or appellate courts, federal and state. Articles deal with matters of current interest to the legal professional. Articles are not strictly limited to the law, but are chosen to provide insight into problems facing society that have legal implications. Reviews of books of general interest are included along with reviews of technical legal works. Other regular departments are devoted to digests of U.S. Supreme Court decisions, significant rulings of other courts and government agencies and taxation.

Member: BPA

Primary SRDS Classification No. 80

Business Insurance

Crain Communications Inc.
220 East 42nd Street, Suite 930
New York, NY 10017
(212) 210-0133
Year founded: 1967
Published: Weekly

Publisher: Alfred Malecki
Advertising Director: Donald A. Walsh
Other key contacts: Robert L. Niesse, Midwest Sales Manager

Editorial Description: Business Insurance is edited for risk/insurance/benefit management executives and financial executives who purchase property, casualty and employee benefit insurance. It carries news about: risk management, insurance, loss prevention and benefits; developments in commercial insurance, underwriting, new policies, financial performance of insurers and brokers, trends affecting availability of insurance and related services; effects of accidents and disasters; large court awards; insurance and benefits regulation; developments in health care insurance/services. Specials include: annual survey of financial growth of agents/brokers, including exclusive listing of 20 largest U.S. brokers; financial report on excess/surplus lines insurance market, and others.

Member: BPA

Primary SRDS Classification No. 72

Journal of Accountancy

American Institute of Certified Public Accountants
1211 Avenue of the Americas
New York, NY 10036-8775
(212) 575-6286
Year founded: 1905
Published: Monthly

Publisher: Thomas J. Murphy
Advertising Director: Richard J. Flynn
Other key contacts: Scott Cheney, Advertising Production

Editorial Description: Journal of Accountancy reports on current thinking, developments and trends in accounting, auditing, management advisory services, taxation, education, professional affairs, and related subjects. Each issue contains a selection of articles by CPAs, executives or consultants plus these regular features—News Report, Practitioners Forum, Statements in Quotes, Current Reading and Official Releases.

Member: ABC

Primary SRDS Classification No. 20

real estate today

National Association of Realtors
430 North Michigan Avenue
Chicago, IL 60611-4087
(312) 329-8490
Year founded: 1968
Published: 9x per year

Publisher: David L. Murray
Advertising Director: Kathryn H. Dickason

Editorial Description: real estate today is intended to serve as a forum for ideas, opinions and practical applications in various areas of residential, brokerage management and commercial-investment real estate. It reports and comments on issues of national interest to the real estate industry, provides a vehicle for disseminating policy statements of the national association and includes information on the national association's activities and interests.

Member: BPA

Primary SRDS Classification No. 19A

The Travel Agent

The American Traveler, Inc.
2 West 46th Street
New York, NY 10036
(212) 575-9000
Published: Semiweekly

Publisher: Eric Friedheim
Associate Publisher: Art Lubin

Editorial Description: The Travel Agent is edited for travel agents and tour wholesalers and it is a publication concentrating on the presentation of news reports covering the various phases of domestic and international travel. Articles, averaging 12 per issue, deal in depth with market research, travel marketing, agent training, etc. Departments include business roundup; personnel changes; trends and forecast from Europe, Pacific, Caribbean, North America; agent sales aids; tour offerings, travel promotion, hotel classifications, tariff data and travel agent proficiency tests. Travel supplements on tourist areas and annual Travel Blue Book and travel films and agent surveys are also included.

Member: ABC

Primary SRDS Classification No. 149B

Figures are FOLIO estimates for the calendar year 1984.

BUSINESS & CONSUMER SERVICES

Continued

Average Circulation

1	real estate today	618,778
2	ABA Journal	338,375
3	Journal of Accountancy	273,066
4	Business Insurance	44,514
5	The Travel Agent	34,178
	Total	**1,308,931**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	The Travel Agent	5.1
2	Business Insurance	4.9
3	real estate today	4.8
4	Journal of Accountancy	3.6
5	ABA Journal	1.6

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	real estate today	28,516
2	Journal of Accountancy	9,515
3	ABA Journal	5,334
4	Business Insurance	2,099
5	The Travel Agent	1,644
	Total	**47,108**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	ABA Journal	169
2	Journal of Accountancy	167
3	The Travel Agent	76
4	real estate today	70
5	Business Insurance	51

Total Revenue

	ad rev. + circ. rev.	$000
1	real estate today	13,474
2	The Travel Agent	13,097
3	Journal of Accountancy	9,913
4	Business Insurance	7,803
5	ABA Journal	7,281
	Total	**51,568**

% Chg. Total Revenue

	1984 vs. 1983	%
1	ABA Journal	16.6
2	Journal of Accountancy	16.5
3	Business Insurance	15.9
4	real estate today	10.1
5	The Travel Agent	8.5

Subscription Revenue

		$000
1	real estate today	12,045
2	Journal of Accountancy	5,175
3	ABA Journal	1,787
4	Business Insurance	1,279
5	The Travel Agent	270
	Total	**20,556**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Business Insurance	28.3
2	The Travel Agent	25.0
3	Journal of Accountancy	5.4
4	real estate today	4.8
5	ABA Journal	1.0

Avg. Subscrip. Circ.

1	real estate today	617,696
2	ABA Journal	324,957
3	Journal of Accountancy	273,086
4	The Travel Agent	30,016
5	Business Insurance	29,076
	Total	**1,274,831**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	The Travel Agent	5.1
2	Business Insurance	4.9
3	real estate today	4.8
4	Journal of Accountancy	3.6
5	ABA Journal	1.0

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	real estate today	28,508
2	Journal of Accountancy	9,515
3	ABA Journal	3,184
4	The Travel Agent	1,445
5	Business Insurance	1,371
	Total	**44,023**

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Figures are FOLIO estimates for the calendar year 1984.

Chemicals

Market Highlights

CIRCULATION:

LAST YEAR'S LOSSES NEARLY DISAPPEAR

This six-book market rebounds from a tough 1983 when only one book of seven recorded an increase in circulation. Four books move into the plus column, and two titles cut their losses considerably. *Chemical & Engineering News*, last year's top circulation gainer, repeats with a 0.9% increase.

AD PAGES:

MARKET PRODUCES DRAMATIC TURNAROUND

In 1984, this market's average gains versus year ago are almost 10% per book. In contrast, its *losses* averaged -8.8% in 1983. *Chemical Processing* reverses its page performance most dramatically, going from a -15.8% decline in 1983 to a 7.8% gain in 1984. The only book in the plus column last year (up 3.7%), *Chemical & Engineering News*, experiences fastest growth, up 24.2% versus year ago.

REVENUE:

REVENUES REACT TO PAGE GROWTH

The market's ad-page turnaround fuels a revenue boom, as five titles post double-digit ad dollar gains in 1984. Overall, sub revenues improve slightly, contributing to an average improvement in total revenues of 12.7%. *Chemical & Engineering News* leads in two out of three measurements, and more than doubles its '83 ad dollar growth pace with a 24.1% increase.

CHEMICALS

Ad Pages

1	Chemical Engineering	2,406
2	Chemical Mktg. Reporter	2,109
3	Chemical Week	1,673
4	Chemical & Engin. News	1,471
5	Chemical Processing	1,431
6	Chemical Equipment	1,245
	Total	**10,335**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Chemical & Engin. News	24.2
2	Chemical Engineering	11.6
3	Chemical Equipment	10.2
4	Chemical Processing	7.8
5	Chemical Week	3.0
6	Chemical Mktg. Reporter	2.0

Net Chg. Ad Pages

1984 vs. 1983

1	Chemical & Engin. News	287
2	Chemical Engineering	251
3	Chemical Equipment	115
4	Chemical Processing	103
5	Chemical Week	48
6	Chemical Mktg. Reporter	42
	Total	**846**

Avg. Ad Pages/Copy

1	Chemical Equipment	104
2	Chemical Processing	102
3	Chemical Engineering	93
4	Chemical Mktg. Reporter	40
5	Chemical Week	33
6	Chemical & Engin. News	29

Ad Revenue

		$000
1	Chemical Engineering	10,972
2	Chemical Week	8,344
3	Chemical & Engin. News	7,320
4	Chemical Equipment	6,443
5	Chemical Processing	5,406
6	Chemical Mktg. Reporter	4,315
	Total	**42,800**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Chemical & Engin. News	24.1
2	Chemical Equipment	17.9
3	Chemical Processing	13.3
4	Chemical Mktg. Reporter	12.0
5	Chemical Engineering	11.0
6	Chemical Week	6.3

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Chemical & Engin. News	1,420
2	Chemical Engineering	1,086
3	Chemical Equipment	979
4	Chemical Processing	633
5	Chemical Week	495
6	Chemical Mktg. Reporter	464
	Total	**5,077**

Avg. Edit. Pgs./Copy

1	Chemical Engineering	77
2	Chemical & Engin. News	44
3	Chemical Week	37
4	Chemical Mktg. Reporter	36
5	Chemical Equipment	33
6	Chemical Processing	ne

Average Circulation

1	Chemical & Engin. News	126,938
2	Chemical Processing	80,097
3	Chemical Equipment	70,442
4	Chemical Engineering	66,364
5	Chemical Week	49,723
6	Chemical Mktg. Reporter	15,955
	Total	**409,519**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Chemical & Engin. News	0.9
2	Chemical Equipment	0.5
3	Chemical Processing	0.1
4	Chemical Week	0.0
5	Chemical Mktg. Reporter	−0.4
6	Chemical Engineering	−2.9

Net Chg. Avg. Circ.

1984 vs. 1983

1	Chemical & Engin. News	1,111
2	Chemical Equipment	335
3	Chemical Processing	62
4	Chemical Week	2
5	Chemical Mktg. Reporter	−70
6	Chemical Engineering	−1,962
	Total	**−522**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Chemical Engineering	170
2	Chemical Equipment	137
3	Chemical Mktg. Reporter	76
4	Chemical & Engin. News	73
5	Chemical Week	70
6	Chemical Processing	ne

Total Revenue

ad rev. + circ. rev.

		$000
1	Chemical Engineering	12,549
2	Chemical & Engin. News	9,859
3	Chemical Week	9,707
4	Chemical Equipment	6,443
5	Chemical Processing	5,406
6	Chemical Mktg. Reporter	5,188
	Total	**49,152**

% Chg. Total Revenue

1984 vs. 1983

		%
1	Chemical & Engin. News	18.9
2	Chemical Equipment	17.9
3	Chemical Processing	13.3
4	Chemical Engineering	9.7
5	Chemical Mktg. Reporter	9.7
6	Chemical Week	6.4

Subscription Revenue

		$000
1	Chemical & Engin. News	2,539
2	Chemical Engineering	1,577
3	Chemical Week	1,363
4	Chemical Mktg. Reporter	873
5	Chemical Equipment	0
6	Chemical Processing	0
	Total	**6,352**

% Chg. Sub. Revenue

1984 vs. 1983

		%
1	Chemical Week	6.9
2	Chemical & Engin. News	6.2
3	Chemical Engineering	1.8
4	Chemical Equipment	n/a
5	Chemical Processing	n/a
6	Chemical Mktg. Reporter	−0.3

n/a = not applicable
ne = not estimated

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☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Figures are Folio estimates for the calendar year 1984.

CHEMICALS

Continued

Avg. Subscrip. Circ.

1	Chemical & Engin. News	126,938
2	Chemical Engineering	66,364
3	Chemical Week	42,309
4	Chemical Mktg. Reporter	15,955
5	Chemical Equipment	0
6	Chemical Processing	0
	Total	251,566

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	Chemical & Engin. News	0.9
2	Chemical Equipment	n/a
3	Chemical Processing	n/a
4	Chemical Mktg. Reporter	−0.4
5	Chemical Engineering	−2.9
6	Chemical Week	−3.0

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	Chemical & Engin. News	1,111
2	Chemical Equipment	n/a
3	Chemical Processing	n/a
4	Chemical Mktg. Reporter	−70
5	Chemical Week	−1,319
6	Chemical Engineering	−1,962
	Total	−2,240

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Chemical & Engineering News

American Chemical Society
1155 Sixteenth Street, N.W.
Washington, DC 20036
(202) 872-4600
Year founded: 1923
Published: Weekly

Publisher: Michael Heylin, Editor
Ad Management: Centcom, Ltd.
25 Sylvan Road South, Box 231
Westport, CT 06881
Advertising Director: Benjamin W. Jones, Vice President
Other key contacts: Thomas N. J. Koerwer, President

Editorial Description: Chemical & Engineering News is edited to provide coverage of technical and business developments throughout the chemical process industries. Reports on management, industry and business, sales and marketing, research, production and technology, chemicals, equipment, international, government and people.

Member: ABC

Primary SRDS Classification No. 28

Chemical Engineering

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-4653
Year founded: 1902
Published: Biweekly

Publisher: Alan R. Morris
Advertising Director: Peter B. Stien

Editorial Description: Chemical Engineering is edited to inform chemical engineers and other technical personnel in the Chemical Process Industries about technical and industrial developments, and interpret their significance. Content includes a newsletter, roundup feature news, stories that highlight trends, articles describing new engineering techniques, pollution control processes, extensive state-of-the-art reports, plus coverage of offerings of new equipment, new chemicals, materials, engineering systems and services, new manufacturers' literature, and new technical books. Regular departments include Process Technology, professional development (You & Your Job), Operation & Maintenance, Cost File, Materials Engineering, Plant Notebook, and Chemputers.

Member: ABC

Primary SRDS Classification No. 28

Chemical Equipment

Gordon Publications Inc.
13 Emery Avenue
P.O. Box 1952
Dover, NJ 07801
(201) 361-9060
Year founded: 1962
Published: Monthly

Publisher: Bud Ramsey
Other key contacts: Tom Wolf, Group Publisher

Editorial Description: Chemical Equipment is edited for those engineers and plant operation personnel concerned with design, building, engineering, operating and maintaining chemical process plants. The editorial consists of new product write-ups and new literature releases.

Member: BPA

Primary SRDS Classification No. 28

Chemical Marketing Reporter

Schnell Publishing Company, Inc.
100 Church Street
New York, NY 10007
(212) 732-9820
Year founded: 1871
Published: Weekly

Publisher: Arthur R. Kavaler, President
Other key contacts: John A. Mulheren, Vice President/Marketing; J. Ronald Doran, Assistant Advertising Director

Editorial Description: Chemical Marketing Reporter is an international newspaper for the chemical process industries. With an editorial accent on the economics of the business, CMR is primarily for buyers and sellers of chemicals and related materials. Editorial content includes analytical reports on developments in the chemical marketplace, plant expansions, new technology, corporate mergers, finance, current chemical prices, legislative-regulatory matters, personnel changes, etc.

Member: ABC

Primary SRDS Classification No. 28

Chemical Processing

Putman Publishing Company
301 East Erie Street
Chicago, IL 60611
(312) 644-2020
Year founded: 1938
Published: 15x per year

Publisher: Roger J. Davis

Editorial Description: Chemical Processing is edited for operating management in the chemical processing industries. By case history methods, new solutions to CPI plant operating problems are reported. Articles describe actual processes, equipment and material used—stressing "how and why" they are more efficient. Information concerning the products that are used is also reported.

Member: ABP, BPA

Primary SRDS Classification No. 28

Chemical Week

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2500
Year founded: 1914
Published: Weekly

Publisher: Howard M. Mager

Editorial Description: Chemical Week reports and interprets the news for business and technical management of the Chemical Process Industries. Its editorial pages communicate the facts, analyze their significance and point out profit implications of the news—within the areas of business, technology and marketing. Major departments include: Behind the News; Viewpoint; Business, Technology, Market and Washington Newsletters; Engineering; Administration; Production; Research; Sales; Markets; Specialties; Countdown; International; Special Reports; Letters; Meetings. In summary, CW's editorial answers these questions: "What's New?"—"In the industry? In processes, chemicals, equipment—all products and services?"; "How can these help CPI management to greater profits?"

Member: ABC, BPA

Primary SRDS Classification No. 28

AEROSPACE & AVIATION

Continued from page 296

Flying

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-4212
Year founded: 1927
Published: Monthly

Publisher: Jay Durfee
Advertising Director: Richard Koenig, Associate Publisher
Other key contacts: Patricia Luebke, Advertising Manager

Editorial Description: Flying Magazine is edited for pilots and aircraft owners active in the field of general aviation. News, semi-technical and feature articles include evaluation reports on single-engine, multi-engine, turboprop, pure jet and rotary-wing aircraft, pilot proficiency, navigation, weather safety, FAA regulations, and new equipment. Editorial content emphasizes private, business and commercial flying. Included each month are features on FAA and industry news, flying safety, and piloting business airplanes.

Member: ABC
Primary SRDS Classification No. 4

ARCHITECTURE & BUILDING

Continued from page 302

Interior Design (cont.)

and residential interiors. Every issue presents news about people, events, and activities of major market interest. Every issue presents feature coverage of both contract and residential installations. Feature articles also highlight sources of supply for furniture, fabrics, carpeting, floor and wall coverings, accessories, hardware, lamps, lighting, building products, etc.

Member: ABC

Primary SRDS Classification No. 73

Professional Builder

Cahners Publishing Company
1350 East Touhy
Des Plaine, IL 60018
(312) 635-8800
Year founded: 1936
Published: 13x per year

Publisher: Peter T. Orsi
Other key contacts: David E. Link, Associate Publisher

Editorial Description: Professional Builder is edited for principals and executives of building/contractor firms that develop, build and/or remodel housing and other light construction structures. Articles deal with trends, new developments, design, marketing, financing, political, legislative and economic events that could affect the housing and light construction business. Special features include: Annual report on Giants in Housing; National Association of Home Builder Convention Preview; Attached Housing; Remodeling & Recycling; Kitchen and Bathroom Design; Custom & Luxury Home; the Sun Belt Market; Cost Cutting Ideas; the Best Selling Model Homes; Non-Residential Building; Manufactured Housing; Consumer Demands in Housing.

Member: ABC, BPA
Primary SRDS Classification No. 19

Progressive Architecture

Reinhold Publishing Company
600 Summer Street
P.O. Box 1361
Stamford, CT 06904
(203) 348-7531
Year founded: 1919
Published: Monthly

Publisher: Peter J. Moore
Advertising Director: Charles B. Selden
Other key contacts: John F. Kelly, Western Sales Manager; Daniel H. Desimone, Business Manager.

Editorial Description: Progressive Architecture is edited to provide information for architectural professionals on the latest developments in their field, as well as inspiration to look beyond conventional solutions. Feature articles cover the two principal concerns of all architectural professionals: architectural design and "technics"—the technology of building. Architectural and interior design features include critical evaluation, ample photographs, thorough documentation through detailed drawings, precise construction data, and building materials lists. P/A Technics features concentrate on construction components, materials, and techniques determined by architectural professionals, rather than engineers or other consultants.

Member: ABC, ABP, MPA

Primary SRDS Classification No. 4

AUTOMOTIVE

Continued from page 304

Heavy Duty Trucking (cont.)

articles are designed to help provide more efficient management through the selection, operation and maintenance of trucks, trailers, components and equipment. Articles cover long and short haul operations, private, for-hire and contract carriage, both on and off-highway.

Member: BPA

Primary SRDS Classification No. 96

Motor

Hearst Books Business Publishing Group
555 West 57th Street
New York, NY 10019
(212) 399-5657
Year founded: 1903
Published: Monthly

Publisher: Frank P. Camastro
Other key contacts: Robert H. Swenson, National Sales Manager; Sal Gitto, Tom Jones, Bill Dougherty, Jeffrey Ahl, Richard Buesman, Advertising Representatives

Editorial Description: Motor is for the professional automobile and light-truck mechanic. The publication contains regular how-to articles on repair and preventive maintenance techniques. It also includes information on the products and equipment needed in the service business, as well as feature articles on management and merchandising. Although the emphasis is technical, Motor offers its readers additional in-depth investigative reports on important aftermarket issues, as well as industry news and market trends.

Member: ABC

Primary SRDS Classification No. 6

SOMETIMES, A NAME SAYS IT ALL.

HIGH-TECH MARKETING
INSIDE THE
BEST
MARKETING PROGRAMS

HIGH-TECH MARKETING: There's No Function More Vital To High-Tech Companies

For high-tech companies, *high-tech marketing* says it all—and spells the difference between ultimate success and failure. Technology and products already exist to take us into the next century. But market penetration of these products has barely begun. And producers of engineered products are realizing the biggest challenge they face is *marketing*.

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If you sell ad space to high-tech companies, or want to bring your sales/marketing services and products to this huge, still-untapped market, your ad belongs in HIGH-TECH MARKETING. Because just as our name says it all, our proven values give it all to you: the vast, ever-growing high-tech market.

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HIGH-TECH MARKETING™

163 Main Street, Westport, CT 06880/(203) 222-0935

Data Management

Market Highlights

CIRCULATION:

VOLATILE MARKET BOOSTS TOTAL CIRCULATION BY 35%

One book exits and three books join this market. The result: a jump in total circulation of 35%. Circ gains versus 1983, in the market average 7.4%. *Data Communications* posts a number one increase of 21.1%, more than double its '83 pace, while number three *Datamation* nearly triples its 1983 growth to 10.2%.

AD PAGES:

'84 INCREASES BUILD ON PREVIOUS YEAR'S STRENGTH

The market builds on a banner 1983, recording major double-digit gains for 1984 average of +10.5%. Most dramatic jump, *Electronics Business* (new last year) at 54.8%. Numbers two and three in total pages *Computer Systems News* and *Datamation*, also secure those positions in page gains with double-digit increases.

REVENUE:

MARKET DOLLARS JUMP 30%

Dollar circuits blaze as total market revenues grow by 30%. Increases average 23.7%. Twelve of 15 titles score double-digit increases, led by distant number one *Electronic Business*, up 82.6%. *Computer Systems News*, number three money maker in the category, scores the number two revenue increase of 47.4%.

The decision to buy computers–whether it's one microcomputer, a thousand microcomputers or a mainframe centered network–is a critical decision. One that has a powerful impact on every firm's bottom line.

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And computer experts read and rely on the information they get from Computerworld. America's largest specialized business publication.

Every week, Computerworld provides more than half-a-million computer-involved professionals with the comprehensive, up-to-the-minute information they need to make their bottom-line decisions.

So it's not surprising that nearly two out of three Computerworld readers say that Computerworld is the most useful publication they read. Nine times more useful than the Wall Street Journal. Twenty times more useful than Business Week. Eight times more useful than any other computer publication.

Get your story to the right people, at the right time, in the right selling environment. Computerworld. It will do wonders for *your* bottom line.

The bottom line is COMPUTERWORLD

THE NEWSWEEKLY FOR THE COMPUTER COMMUNITY

COMPUTERWORLD
375 Cochituate Road, Box 880
Framingham, MA 01701
(617) 879-0700

DATA MANAGEMENT

Ad Pages

1	Computerworld	6,350
2	Computer Systems News	2,923
3	Datamation	2,888
4	Mini-Micro Systems	2,413
5	Computer Design	2,324
6	Electronic Business	2,252
7	Data Communications	2,120
8	Computer Decisions	2,038
9	The Office	1,681
10	MIS Week	1,529
11	Modern Office Technology	1,289
12	Bus. Computer Systems	1,145
13	InformationWeek	1,092
14	Communications News	889
15	Infosystems	824
	Total	**31,757**

% Chg. Ad Pages

	1984 vs. 1983	%
1	Electronic Business	54.8
2	Computer Systems News	27.1
3	Datamation	19.7
4	MIS Week	16.9
5	InformationWeek	9.0
6	Modern Office Technology	6.4
7	Computer Decisions	6.1
8	Computerworld	5.6
9	Communications News	5.0
10	Data Communications	4.7
11	Computer Design	3.8
12	Bus. Computer Systems	ne
13	Infosystems	–2.9
14	Mini-Micro Systems	–2.9
15	The Office	–5.9

Net Chg. Ad Pages

	1984 vs. 1983	
1	Electronic Business	797
2	Computer Systems News	623
3	Datamation	476
4	Computerworld	239
5	MIS Week	221
6	Computer Decisions	118
7	Data Communications	96
8	InformationWeek	90
9	Computer Design	84
10	Modern Office Technology	78
11	Communications News	42
12	Bus. Computer Systems	ne
13	Infosystems	–25
14	Mini-Micro Systems	–71
15	The Office	–106
	Total	**2,662**

Avg. Ad Pages/Copy

1	Computer Design	166
2	Mini-Micro Systems	161
3	Data Communications	141
4	The Office	140
5	Datamation	138
6	Computer Decisions	127
7	Computerworld	122
8	Electronic Business	119
9	Modern Office Technology	107
10	Bus. Computer Systems	95
11	Communications News	74
12	Infosystems	69
13	Computer Systems News	61
14	InformationWeek	40
15	MIS Week	30

Ad Revenue

		$000
1	Computerworld	50,160
2	Datamation	18,983
3	Computer Systems News	14,300
4	Mini-Micro Systems	13,200
5	Computer Decisions	12,959
6	Computer Design	10,800
7	MIS Week	8,590
8	Electronic Business	7,657
9	Data Communications	7,468
10	InformationWeek	6,800
11	The Office	6,395
12	Bus. Computer Systems	6,200
13	Communications News	5,706
14	Modern Office Technology	5,200
15	Infosystems	4,944
	Total	**179,362**

% Chg. Ad Revenue

	1984 vs. 1983	%
1	Electronic Business	82.6
2	Computer Systems News	47.4
3	MIS Week	37.0
4	Computer Decisions	32.5
5	Datamation	26.5
6	InformationWeek	22.7
7	Computerworld	17.1
8	Data Communications	15.0
9	Mini-Micro Systems	14.6
10	Communications News	12.2
11	Computer Design	12.2
12	Modern Office Technology	10.5
13	Infosystems	1.5
14	The Office	1.5
15	Bus. Computer Systems	ne

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	Computerworld	7,309
2	Computer Systems News	4,600
3	Datamation	3,979
4	Electronic Business	3,464
5	Computer Decisions	3,179
6	MIS Week	2,320
7	Mini-Micro Systems	1,685
8	InformationWeek	1,260
9	Computer Design	1,175
10	Data Communications	973
11	Communications News	622
12	Modern Office Technology	494
13	The Office	95
14	Infosystems	75
15	Bus. Computer Systems	ne
	Total	**31,230**

Avg. Edit. Pgs./Copy

1	Data Communications	122
2	Computer Design	113
3	Computer Decisions	109
4	Mini-Micro Systems	104
5	Communications News	93
6	Bus. Computer Systems	89
7	The Office	89
8	Datamation	87
9	Electronic Business	77
10	Modern Office Technology	70
11	Computerworld	62
12	Infosystems	55
13	Computer Systems News	30
14	MIS Week	30
15	InformationWeek	27

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Business Computer Systems

Cahners Publishing Company
275 Washington Street
Newton, MA 02158
(617) 964-3030
Year founded: 1982
Published: Monthly

Publisher: Richard W. Molden

Editorial Description: Business Computer Systems is a computer publication devoted to the buyer of business computer systems in business applications. Business Computer Systems' controlled circulation is identified by business application and type of computer in current use at their business location. Editorial coverage emphasizes peripherals, software and other related products for the expansion of business computer systems.

Member: BPA

Primary SRDS Classification No. 5A

Communications News

Harcourt Brace Jovanovich Publications
7500 Old Oak Blvd.
Cleveland, OH 44130
(216) 243-8100
Year founded: 1964
Published: Monthly

Publisher: Bruce Howat
Advertising Director: Dorothy Derpack
Other key contacts: William McRoy, Eastern Advertising Director; Warren Saas, Midwestern Advertising Director

Editorial Description: Communications News contains news of new developments in voice, video and data communications management, equipment and techniques. Annual editorial percentages are: news, 17%; features and case histories, 31%; technical articles, 18%; regular departments (editorials, book reviews, answers to reader questions and letters from readers), 11%; and new products and literature, 23%. Major subject areas covered are: telephone and telegraph, 17%; radio, TV and CATV, 11%; two-way radio, 16%; data communications, 31%; facsimile, 8%; microwave and satellite communications, 11%; communications technology, 6%.

Member: BPA

Primary SRDS Classification No. 142

Computer Decisions

Hayden Publishing Company, Inc.
10 Mulholland Drive
Hasbrouck Heights, NJ 07604
(201) 393-6000
Year founded: 1969
Published: Biweekly

Publisher: Don Huber
Advertising Director: Nick Bubany
Other key contacts: Emily Ruffing, Sales Support Manager

Editorial Description: Computer Decisions publishes feature articles to help MIS/DP management and company management increase the productivity and profits of their organizations through the use of Information/EDP Systems in large organizations. The editorial includes columns on software, office automation, microsystems, and management careers written by experts. Other editorial includes news and new developments in Information Systems/EDP products, services, and software. Feature articles report on new ideas, management techniques, applications, on expanding into profitable/government and educational organizations.

Member: BPA

Primary SRDS Classification No. 5A

Figures are FOLIO estimates for the calendar year 1984.

DATA MANAGEMENT

Continued

Average Circulation

1	Computer Decisions	167,611
2	The Office	154,042
3	Modern Office Technology	150,821
4	Datamation	148,878
5	Infosystems	132,825
6	Computerworld	125,518
7	Mini-Micro Systems	122,000
8	Bus. Computer Systems	117,966
9	MIS Week	108,599
10	InformationWeek	100,025
11	Computer Design	92,149
12	Computer Systems News	57,360
13	Electronic Business	50,740
14	Communications News	42,294
15	Data Communications	41,046
	Total	1,611,874

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	Data Communications	21.1
2	Computer Decisions	19.6
3	Datamation	10.2
4	Modern Office Technology	9.9
5	MIS Week	8.3
6	Electronic Business	7.7
7	Mini-Micro Systems	7.2
8	Computer Systems News	6.4
9	The Office	5.8
10	Infosystems	4.3
11	Computerworld	2.6
12	Computer Design	1.9
13	Bus. Computer Systems	ne
14	InformationWeek	0.0
15	Communications News	– 1.1

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Computer Decisions	27,503
2	Datamation	13,778
3	Modern Office Technology	13,556
4	The Office	8,406
5	MIS Week	8,349
6	Mini-Micro Systems	8,143
7	Data Communications	7,141
8	Infosystems	5,424
9	Electronic Business	3,645
10	Computer Systems News	3,450
11	Computerworld	3,185
12	Computer Design	1,754
13	InformationWeek	16
14	Bus. Computer Systems	ne
15	Communications News	– 453
	Total	103,897

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Computer Design	279
2	Mini-Micro Systems	265
3	Data Communications	264
4	Computer Decisions	236
5	The Office	229
6	Datamation	225
7	Electronic Business	196
8	Bus. Computer Systems	185
9	Computerworld	184
10	Modern Office Technology	177
11	Communications News	167
12	Infosystems	124
13	Computer Systems News	91
14	InformationWeek	67
15	MIS Week	60

Total Revenue

	ad rev. + circ. rev.	$000
1	Computerworld	55,294
2	Datamation	18,983
3	Computer Systems News	14,300
4	Mini-Micro Systems	13,200
5	Computer Decisions	12,959
6	Computer Design	10,800
7	MIS Week	8,590
8	Data Communications	8,380
9	Electronic Business	7,657
10	InformationWeek	6,800
11	The Office	6,499
12	Bus. Computer Systems	6,200
13	Communications News	5,978
14	Modern Office Technology	5,200
15	Infosystems	4,944
	Total	185,784

% Chg. Total Revenue

	1984 vs. 1983	%
1	Electronic Business	82.6
2	Computer Systems News	47.4
3	MIS Week	37.0
4	Computer Decisions	32.5
5	Datamation	26.5
6	InformationWeek	22.7
7	Data Communications	16.0
8	Computerworld	15.0
9	Mini-Micro Systems	14.6
10	Communications News	12.3
11	Computer Design	12.2
12	Modern Office Technology	10.5
13	Infosystems	1.5
14	The Office	1.4
15	Bus. Computer Systems	ne

Subscription Revenue

		$000
1	Computerworld	5,134
2	Data Communications	912
3	Communications News	272
4	The Office	104
5	Bus. Computer Systems	0
6	Computer Decisions	0
7	Computer Design	0
8	Computer Systems News	0
9	Datamation	0
10	Electronic Business	0
11	InformationWeek	0
12	Infosystems	0
13	Mini-Micro Systems	0
14	MIS Week	0
15	Modern Office Technology	0
	Total	6,422

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Data Communications	25.3
2	Communications News	13.9
3	Bus. Computer Systems	n/a
4	Computer Decisions	n/a
5	Computer Design	n/a
6	Computer Systems News	n/a
7	Datamation	n/a
8	Electronic Business	n/a
9	InformationWeek	n/a
10	Infosystems	n/a
11	Mini-Micro Systems	n/a
12	MIS Week	n/a
13	Modern Office Technology	n/a
14	Computerworld	– 1.5
15	The Office	– 3.1

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Computer Design

PennWell Publishing Company
119 Russell Street
Littleton, MA 01460
(617) 486-9501
Year founded: 1962
Published: 18x per year

Publisher: Frederic H. Landmann

Other key contacts: Frederick A. Stanley, Sales Manager

Editorial Description: Computer Design is written for engineers and engineering managers who design and develop computer and microprocessor based systems. Editorial features analyze the trends in technology re: hardware (including computer systems, CPU's, peripherals and components) and related software, the techniques for development, programming, packaging and testing that will significantly impact the design of the future computer systems in the industry. Major sections include the following: System Technology (staff-written news analysis of trends and innovations); Special Report (staff-written and contributed articles regarding a major area of technology); System Design (contributed articles by industry innovators on important trends and techniques for design, programming and testing); System Components (staff-written news and listings of key new-product introductions of importance to engineers involved in the design of computer based systems).

Member: BPA
Primary SRDS Classification No. 5A

Computer Systems News

CMP Publications, Inc.
600 Community Drive
Manhasset, NY 11030
(516) 365-4600
Year founded: 1978
Published: Weekly

Publisher: Donald F. Tydeman
Advertising Director: John Jaxheimer

Editorial Description: Computer Systems News is edited for buyers and sellers in the OEM/systems marketplace. The publication covers market trends, management philosophy, new technology affecting hardware and software, applications, industry personnel and company news, government legislation, and developments which impact partial or total system configuration concepts, featuring opinion/viewpoint columns, tutorial material, and special reports on key markets and product application.

Member: BPA

Primary SRDS Classification No. 5A

Computerworld

CW Communications/Inc.
375 Cochituate Road
Framingham, MA 01701
(617) 879-0700
Year founded: 1967
Published: Weekly

Publisher: Donald E. Fagan
Other key contacts: Edward P. Marecki, National Sales Director

Editorial Description: Computerworld includes news about the use of information systems at medium and large professional computer-using organizations, it covers the development of new products and services in the computer field, and also includes news of developments in the computer industry. In a year, the editorial content includes: Software and Services (19%), Communications (17%), Computer Industry News (16%), Systems and Peripherals (15%), Minicomputers and Microcomputers (23%), Editorial, Commentary and Opinion (10%) and Other. Special Features include monthly Supplements and weekly In-Depth Reports on important current topics, columnists, viewpoint articles, editorials, and commentary.

Member: ABC

Primary SRDS Classification No. 5A

Figures are FOLIO estimates for the calendar year 1984

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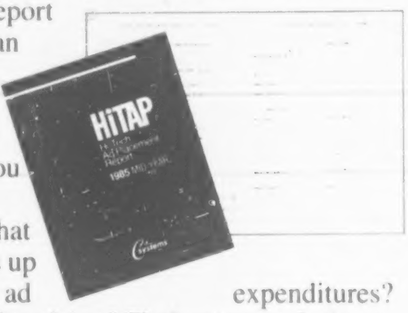

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DATA MANAGEMENT

Continued

Avg. Subscrip. Circ.

1	Computerworld	125,518
2	Data Communications	36,002
3	Communications News	10,892
4	The Office	3,478
5	Bus. Computer Systems	0
6	Computer Decisions	0
7	Computer Design	0
8	Computer Systems News	0
9	Datamation	0
10	Electronic Business	0
11	InformationWeek	0
12	Infosystems	0
13	Mini-Micro Systems	0
14	MIS Week	0
15	Modern Office Technology	0
	Total	175,890

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	Data Communications	18.2
2	Computerworld	2.6
3	Bus. Computer Systems	n/a
4	Computer Decisions	n/a
5	Computer Design	n/a
6	Computer Systems News	n/a
7	Datamation	n/a
8	Electronic Business	n/a
9	InformationWeek	n/a
10	Infosystems	n/a
11	Mini-Micro Systems	n/a
12	MIS Week	n/a
13	Modern Office Technology	n/a
14	The Office	– 3.1
15	Communications News	– 4.5

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	Data Communications	5,533
2	Computerworld	3,185
3	Bus. Computer Systems	n/a
4	Computer Decisions	n/a
5	Computer Design	n/a
6	Computer Systems News	n/a
7	Datamation	n/a
8	Electronic Business	n/a
9	InformationWeek	n/a
10	Infosystems	n/a
11	Mini-Micro Systems	n/a
12	MIS Week	n/a
13	Modern Office Technology	n/a
14	The Office	– 110
15	Communications News	– 508
	Total	8,100

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Data Communications

McGraw-Hill Information Systems Company—Computers & Communications Information Group
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2695
Year founded: 1972
Published: Monthly

Publisher: George F. Werner
Other key contacts: Gary J. Beach, Sales Administration Manager

Editorial Description: Data Communications is an international magazine edited for the user and purchaser of data communications equipment. Content is dedicated to the use, planning, design and implementation of information networks, with major articles relating to efficient transmission of data including public communications services, private message switching and computer networking. Feature articles cover basic methodology as well as software, terminals, communications interface equipment, multiplexers and front-end processors, common-carrier facilities, and tariffs and regulations.

Member: ABC

Primary SRDS Classification No. 5A

Datamation

Technical Publishing Company
875 Third Avenue
New York, NY 10022
(212) 605-9400
Year founded: 1957
Published: Semimonthly

Publisher: James M. Morris
Advertising Director: William J. McGuire
Other key contacts: John K. Abely, President; Edwin V. Burkholder, Senior Vice President

Editorial Description: Datamation offers technical, semi-technical and general articles and news stories covering information processing industry topics. Types of articles include tutorials, surveys, "how to's," as well as descriptions of various approaches to the design or use of particular hardware and software systems, techniques, and applications. Each issue features several articles constituting a comprehensive review of a topic featured on the cover, plus at least one article of interest to each major segment of the audience. Coverage is also given to major conferences in the information processing industry.

Member: BPA

Primary SRDS Classification No. 5A

Electronic Business

Cahners Publishing Company
275 Washington Street
Newton, MA 02158
(617) 964-3030
Year founded: 1975
Published: 23x per year

Publisher: J. Chat Kelly
Advertising Director: William Tomaselli
Other key contacts: Stacy Moran, Marketing Communications Manager

Editorial Description: Electronic Business is a business magazine for managers in electronics, computer and systems companies. People are featured in profiles of their companies. Dollars are the subject of the annual "Electronic Business 100" list of electronics components and equipment and the monthly "Top 10" list of electronics and computer manufacturers. Technology is implemented in market reports and related series which focus on the influence of new technology. Other sections include: Business Trends, Outlook, Electronics Markets, Management, Business Barometer, Leadtime Forecast, Leadtime Index, and Industry Events.

Member: BPA

Primary SRDS Classification No. 40

InformationWEEK

(formerly Information Systems News)

CMP Publications, Inc.
600 Community Drive
Manhasset, NY 11030
(516) 365-4600
Year founded: 1979
Published: Weekly

Publisher: E. Drake Lundell, Jr.
Other key contacts: Charles Palella, Associate Publisher; Edward E. Callahan, Western Advertising Director

Editorial Description: InformationWEEK is a news magazine written and edited for information systems management in large organizations: the Fortune 1000 and America's largest utilities, government agencies, service firms and financial institutions. InformationWEEK focuses on news, but also provides feature-length articles on management strategies, information management issues and product comparisons.

Member: BPA

Primary SRDS Classification No. 5A

Infosystems

Hitchcock Publishing Company
Hitchcock Building
Wheaton, IL 60188
(312) 665-1000
Year founded: 1958
Published: Monthly

Publisher: Wayne L. Rhodes, Editor
Other key contacts: Robert C. Kruse, Marketing Manager

Editorial Description: Infosystems is written and edited for management in large and medium size companies who are involved in the Management Information Systems (MIS) function. Articles and regular features report on trends and concepts in the MIS industry and its impact on such bottom line business concerns as corporate strategy, management philosophy, and profitability in business, industry, government, education and international. Regular features include Inforum, Interview, Commentary, Software Info, Micro Info, Manufacturing Info, Technology; plus stories on new products, and the management of information systems and people.

Member: BPA, ABP

Primary SRDS Classification No. 5A

Mini-Micro Systems

Cahners Publishing Company
275 Washington Street
Newton, MA 02158
(617) 964-3030
Year founded: 1968
Published: Monthly

Publisher: S. Henry Sacks
Advertising Director: Robert K. Singer

(Continued on page 344)

Education

Market Highlights

CIRCULATION:

ALL-SUB MARKET EXPERIENCES SLIPPAGE

Both books in this all-sub market experience slight circulation erosion. Also, the market shrinks considerably with the exit of last year's number two circ title. *Instructor* still tops the circulation list, with over a quarter million copies despite a -3% dip.

AD PAGES:

MARKET SURPASSES 3,000 MARK DESPITE LOSS OF TITLE

Despite the exit of one title, this market still carries well over 3,000 pages of advertising. Big ad book *Chronicle of Higher Education* runs 410 more pages of advertising, 1984 versus 1983, for a total of 2,277 pages. *CHE* also betters its number one '83 growth performance with an '84 gain of 22%.

REVENUE:

STRONG SUB/AD PERFORMANCES BOOST OVERALL DOLLARS

Both books strengthen total revenues. *Instructor*'s number one gain in sub dollars, 13.8%, gives a strong boost to its total revenues. *Chronicle of Higher Education*'s ad dollar increase of 35.8% pushes it into the number one position in total revenue, up 24.3% versus 1983.

EDUCATION

Ad Pages

1	Chronicle of Higher Ed.	2,277
2	Instructor	774
	Total	**3,051**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Chronicle of Higher Ed.	22.0
2	Instructor	−7.9

Net Chg. Ad Pages

1984 vs. 1983

1	Chronicle of Higher Ed.	410
2	Instructor	−64
	Total	**346**

Avg. Ad Pages/Copy

1	Instructor	83
2	Chronicle of Higher Ed.	47

Ad Revenue

		$000
1	Chronicle of Higher Ed.	6,804
2	Instructor	4,063
	Total	**10,867**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Chronicle of Higher Ed.	35.8
2	Instructor	−2.0

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Chronicle of Higher Ed.	1,795
2	Instructor	−82
	Total	**1,713**

Avg. Edit. Pgs./Copy

1	Instructor	75
2	Chronicle of Higher Ed.	29

Average Circulation

1	Instructor	251,947
2	Chronicle of Higher Ed.	70,943
	Total	**322,890**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Chronicle of Higher Ed.	−0.4
2	Instructor	−3.0

Net Chg. Avg. Circ.

1984 vs. 1983

1	Chronicle of Higher Ed.	−287
2	Instructor	−7,694
	Total	**−7,981**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Instructor	158
2	Chronicle of Higher Ed.	77

Total Revenue

ad rev. + circ. rev.

		$000
1	Chronicle of Higher Ed.	9,641
2	Instructor	7,334
	Total	**16,975**

% Chg. Total Revenue

1984 vs. 1983

		%
1	Chronicle of Higher Ed.	24.3
2	Instructor	4.5

Subscription Revenue

		$000
1	Instructor	3,271
2	Chronicle of Higher Ed.	2,838
	Total	**6,109**

% Chg. Sub. Revenue

1984 vs. 1983

		%
1	Instructor	13.8
2	Chronicle of Higher Ed.	3.3

Avg. Subscrip. Circ.

1	Instructor	251,947
2	Chronicle of Higher Ed.	70,943
	Total	**322,890**

% Chg. Avg. Sub. Circ.

1984 vs. 1983

		%
1	Chronicle of Higher Ed.	−0.4
2	Instructor	−3.0

Net Chg. Avg. Sub. Circ.

1984 vs. 1983

1	Chronicle of Higher Ed.	−287
2	Instructor	−7,694
	Total	**−7,981**

MAGAZINE PROFILES

The Chronicle of Higher Education

The Chronicle of Higher Education, Inc.
1255 Twenty-Third St. NW #700
Washington, DC 20037
(202) 466-1000
Year founded: 1966
Published: Weekly

Publisher: John A. Crowl
Advertising Director: Robinette Ross
Other key contacts: Meg Connolly, Northeast and Middle Atlantic Sales Manager; William Brumby, Midwest and South Sales Manager; Arleigh Hupp, Western Sales Manager

Editorial Description: The Chronicle of Higher Education covers news and trends in higher education. In addition to news and trend articles, regular features include campus news, Washington news, summaries of new bills in Congress affecting colleges and universities; details of new foundation grants; legislative surveys; calendar of meetings, seminars, and workshops; reprints of major texts; special statistical reports and surveys; weekly sections on athletics, publishing, the use of computers on the nation's campuses, and personal and professional concerns; special columns; classified employment advertising.

Member: ABC

Primary SRDS Classification No. 38

Instructor

The Instructor Publications, Inc.
7500 Old Oak Boulevard
Cleveland, OH 44130
(216) 243-8100
Published: 9x per year

Publisher: Leanna Landsmann
Advertising Director: Marilyn Schutz
Other key contacts: Russell Selover, Advertising Account Manager; Jon Oliver Harris, Advertising Account Manager; Mariann Confrancisco, Advertising Account Manager

Editorial Description: Instructor is edited for teachers, curriculum coordinators, principals and supervisors of primary grades through junior high school. Content: Teacher service articles about classroom-tested programs and teaching aids, teaching techniques, trends in education, poems, plays, audiovisual uses, science experiments, social studies, health, physical education and art. Editorial departments include teacher travel; discipline; basic curriculum area features; new product reviews; electronic teaching and evaluations; review of films and filmstrips, review of early childhood education material. Special issues: Children's Trade and Library Books, Early Childhood Education, Paperback Book Bonanza, Computers and Reading.

Member: ABC

Primary SRDS Classification No. 38

Figures are Folio estimates for the calendar year 1984

Electronics

Market Highlights

CIRCULATION:

MARKET #4 AMONG FOLIO:400 BUSINESS MARKETS

Nearly all books boost circulation an average of plus 2.1%. Despite the exit of last year's biggest circ book, Electronics ranks number four in total circulation among The FOLIO:400's Business markets. *Electronics Business* tops circ gainers with a 7.7% increase.

AD PAGES:

AVERAGE AD PAGE GROWTH DOUBLES

Ad page gains for the Electronics market average 18.1%, nearly double the market's average in 1983. Major shifts in performance: *Electronic Buyers' News* nearly quadruples its '83 gains, leaping to second best growth in '84. *Electronic Products* triples its '83 increases, moving six positions to number three in growth. Biggest gainer at 54.8% is *Electronics Business*. Page leader *Electronic Design*, tops with 6,181 and *EDN*, close second with 6,096 pages, also grow at double-digit rate.

REVENUE:

ALL BOOKS UP REVENUE: AVERAGE GAIN NEARLY 30%

Dollar gains are dramatic, and unlike last year, not one book sees any red ink. Also, average gains of 29.2% outstrip those of '83 by nearly 10%. *Electronics Business* comes close to doubling its dollars with leading revenue growth of 82.6%. *Electronic Buyers' News* jumps to number two in growth, with a 49.5% revenue increase.

ELECTRONICS

Ad Pages

1	Electronic Design	6,181
2	EDN	6,096
3	Electronic News	4,567
4	Electronic Buyers' News	4,476
5	Electronics	3,574
6	Electronic Engin. Times	3,232
7	Computer Design	2,324
8	Plant Engineering	2,262
9	Electronic Business	2,252
10	Electronic Products	2,011
11	Electron. Pkging & Prod.	1,932
12	Control Engineering	1,723
13	Research & Development	1,548
14	Industrial Equip. News	1,038
	Total	**43,216**

% Chg. Ad Pages

	1984 vs. 1983	%
1	Electronic Business	54.8
2	Electronic Buyers' News	41.2
3	Electronic Products	33.2
4	EDN	22.3
5	Control Engineering	21.1
6	Electronic Engin. Times	18.2
7	Electronic Design	16.0
8	Industrial Equip. News	15.1
9	Plant Engineering	7.5
10	Research & Development	5.0
11	Computer Design	3.8
12	Electronic News	3.0
13	Electron. Pkging & Prod.	ne
14	Electronics	−5.6

Net Chg. Ad Pages

	1984 vs. 1983	
1	Electronic Buyers' News	1,306
2	EDN	1,111
3	Electronic Design	852
4	Electronic Business	797
5	Electronic Products	501
6	Electronic Engin. Times	499
7	Control Engineering	300
8	Plant Engineering	158
9	Industrial Equip. News	136
10	Electronic News	132
11	Computer Design	84
12	Research & Development	74
13	Electron. Pkging & Prod.	ne
14	Electronics	−211
	Total	**5,739**

Avg. Ad Pages/Copy

1	Electronic Design	238
2	EDN	226
3	Computer Design	166
4	Electron. Pkging & Prod.	161
5	Control Engineering	133
6	Research & Development	129
7	Electronic Business	119
8	Electronic Products	106
9	Electronics	99
10	Electronic Engin. Times	92
11	Plant Engineering	90
12	Electronic News	88
13	Industrial Equip. News	87
14	Electronic Buyers' News	86

Ad Revenue

		$000
1	Electronic Design	30,390
2	EDN	25,834
3	Electronic News	25,389
4	Electronic Engin. Times	15,500
5	Electronic Buyers' News	15,400
6	Electronics	14,101
7	Plant Engineering	11,849
8	Computer Design	10,800
9	Industrial Equip. News	10,194
10	Electronic Business	7,657
11	Research & Development	7,647
12	Electronic Products	7,200
13	Control Engineering	6,883
14	Electron. Pkging & Prod.	4,910
	Total	**193,754**

% Chg. Ad Revenue

	1984 vs. 1983	%
1	Electronic Business	82.6
2	Electronic Buyers' News	49.5
3	Electronic News	40.2
4	Electronic Engin. Times	39.6
5	Electronic Products	38.5
6	Electronic Design	29.9
7	EDN	24.5
8	Control Engineering	24.3
9	Research & Development	15.4
10	Industrial Equip. News	12.6
11	Computer Design	12.2
12	Plant Engineering	7.8
13	Electronics	7.2
14	Electron. Pkging & Prod.	ne

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	Electronic News	7,274
2	Electronic Design	7,002
3	Electronic Buyers' News	5,100
4	EDN	5,080
5	Electronic Engin. Times	4,400
6	Electronic Business	3,464
7	Electronic Products	2,000
8	Control Engineering	1,346
9	Computer Design	1,175
10	Industrial Equip. News	1,139
11	Research & Development	1,022
12	Electronics	951
13	Plant Engineering	858
14	Electron. Pkging & Prod.	ne
	Total	**40,811**

Avg. Edit. Pgs./Copy

1	Electronic Design	139
2	EDN	126
3	Computer Design	113
4	Electron. Pkging & Prod.	103
5	Electronic Products	90
6	Control Engineering	77
7	Electronic Business	77
8	Research & Development	74
9	Electronics	71
10	Electronic News	59
11	Plant Engineering	51
12	Electronic Buyers' News	41
13	Electronic Engin. Times	41
14	Industrial Equip. News	34

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Computer Design

PennWell Publishing Company
119 Russell Street
Littleton, MA 01460
(617) 486-9501
Year founded: 1962
Published: 18x per year

Publisher: Frederic H. Landmann
Other key contacts: Frederick A. Stanley, Sales Manager

Editorial Description: Computer Design is written for engineers and engineering managers who design and develop computer and microprocessor based systems. Editorial features analyze the trends in technology re: hardware (including computer systems, CPU's, peripherals and components) and related software, the techniques for development, programming, packaging and testing that will significantly impact the design of the future computer systems in the industry. Major sections include the following: System Technology (staff-written news analysis of trends and innovations); Special Report (staff-written and contributed articles regarding a major area of technology); System Design (contributed articles by industry innovators on important trends and techniques for design, programming and testing); System Components (staff-written news and listings of key new-product introductions of importance to engineers involved in the design of computer based systems).

Member: BPA

Primary SRDS Classification No. 5A

Control Engineering

Technical Publishing Company
1301 South Grove Avenue
P.O. Box 1030
Barrington, IL 60010
(312) 381-1840
Year founded: 1954
Published: 13x per year

Publisher: Thomas H. Barry
Other key contacts: Robert L. Hansen, National Sales Manager

Editorial Description: Control Engineering is edited for engineers who design, develop, and apply control and instrumentation systems. Coverage is of a technical "how-to" nature. The publication informs control engineers of automatic control and data-handling systems through the practical application of instrumentation and new analytical and systems design techniques. Problems in the processing industries, machinery and manufacturing, aerospace, and other fields are treated in depth. Emphasis is on the exchange of information between industries that utilize control techniques, instrumentation and data handling.

Member: BPA

Primary SRDS Classification No. 34

EDN

Cahners Publishing Company
275 Washington Street
Newton, MA 02158
(617) 964-3030
Year founded: 1956
Published: 30x per year

Publisher: F. Warren Dickson
Advertising Director: Deborah Virtue
Other key contacts: Peter Coley, National Sales Manager

Editorial Description: EDN is written for engineering managers and design engineers working in the electronic OEM. EDN covers new advances in electronic technology and provides ▶

ELECTRONICS

Continued

Average Circulation

1	Industrial Equip. News	202,350
2	EDN	122,259
3	Electronic Products	120,007
4	Research & Development	113,092
5	Electronic Design	112,786
6	Plant Engineering	105,024
7	Electronic Engin. Times	103,060
8	Electronics	99,504
9	Computer Design	92,149
10	Control Engineering	87,426
11	Electronic News	66,605
12	Electronic Buyers' News	50,972
13	Electronic Business	50,740
14	Electron. Pkging & Prod.	44,307
	Total	1,370,281

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	Electronic Business	7.7
2	Control Engineering	5.9
3	Research & Development	5.1
4	Electronic Buyers' News	3.1
5	EDN	2.6
6	Plant Engineering	2.5
7	Computer Design	1.9
8	Electronic Engin. Times	1.1
9	Industrial Equip. News	0.8
10	Electron. Pkging & Prod.	ne
11	Electronic Products	0.0
12	Electronic News	− 0.4
13	Electronic Design	− 0.5
14	Electronics	− 2.4

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Research & Development	5,490
2	Control Engineering	4,858
3	Electronic Business	3,645
4	EDN	3,101
5	Plant Engineering	2,517
6	Computer Design	1,754
7	Industrial Equip. News	1,552
8	Electronic Buyers' News	1,514
9	Electronic Engin. Times	1,156
10	Electronic Products	7
11	Electron. Pkging & Prod.	ne
12	Electronic News	− 242
13	Electronic Design	− 531
14	Electronics	− 2,401
	Total	22,420

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Electronic Design	377
2	EDN	352
3	Computer Design	279
4	Electron. Pkging & Prod.	264
5	Control Engineering	210
6	Research & Development	203
7	Electronic Business	196
8	Electronic Products	196
9	Electronics	170
10	Electronic News	146
11	Plant Engineering	142
12	Electronic Engin. Times	133
13	Electronic Buyers' News	127
14	Industrial Equip. News	120

Total Revenue

	ad rev. + circ. rev.	$000
1	Electronic Design	30,390
2	Electronic News	27,465
3	EDN	25,834
4	Electronics	16,489
5	Electronic Engin. Times	15,500
6	Electronic Buyers' News	15,400
7	Plant Engineering	11,849
8	Computer Design	10,800
9	Industrial Equip. News	10,194
10	Electronic Business	7,657
11	Research & Development	7,647
12	Electronic Products	7,200
13	Control Engineering	6,992
14	Electron. Pkging & Prod.	4,910
	Total	198,327

% Chg. Total Revenue

	1984 vs. 1983	%
1	Electronic Business	82.6
2	Electronic Buyers' News	49.5
3	Electronic Engin. Times	39.6
4	Electronic Products	38.5
5	Electronic News	37.2
6	Electronic Design	29.9
7	EDN	24.5
8	Control Engineering	23.8
9	Research & Development	15.4
10	Industrial Equip. News	12.6
11	Computer Design	12.2
12	Plant Engineering	7.8
13	Electronics	5.7
14	Electron. Pkging & Prod.	ne

Subscription Revenue

		$000
1	Electronics	2,388
2	Electronic News	2,076
3	Control Engineering	109
4	Computer Design	0
5	EDN	0
6	Electronic Business	0
7	Electronic Buyers' News	0
8	Electronic Design	0
9	Electronic Engin. Times	0
10	Electron. Pkging & Prod.	0
11	Electronic Products	0
12	Industrial Equip. News	0
13	Plant Engineering	0
14	Research & Development	0
	Total	4,573

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Electronic News	9.5
2	Computer Design	n/a
3	EDN	n/a
4	Electronic Business	n/a
5	Electronic Buyers' News	n/a
6	Electronic Design	n/a
7	Electronic Engin. Times	n/a
8	Electron. Pkging & Prod.	n/a
9	Electronic Products	n/a
10	Industrial Equip. News	n/a
11	Plant Engineering	n/a
12	Research & Development	n/a
13	Control Engineering	− 1.9
14	Electronics	− 2.4

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

articles and product reviews that help readers utilize those advances in their decisions.

Member: BPA, ABP

Primary SRDS Classification No. 40

Electronic Business

Cahners Publishing Company
275 Washington Street
Newton, MA 02158
(617) 964-3030
Year founded: 1975
Published: 23x per year

Publisher: J. Chat Kelly
Advertising Director: William Tomaselli
Other key contacts: Stacy Moran, Marketing Communications Manager

Editorial Description: Electronic Business is a business magazine for managers in electronics, computer and systems companies. People are featured in profiles of their companies. Dollars are the subject of the annual "Electronic Business 100" list of electronics components and equipment and the monthly "Top 10" list of electronics and computer manufacturers. Technology is implemented in market reports and related series which focus on the influence of new technology. Other sections include: Business Trends, Outlook, Electronics Markets, Management, Business Barometer, Leadtime Forecast, Leadtime Index, and Industry Events.

Member: BPA

Primary SRDS Classification No. 40

Electronic Buyers' News

CMP Publications, Inc.
600 Community Drive
Manhasset, NY 11030
(516) 365-4600
Year founded: 1971
Published: Weekly

Publisher: David L. Allen, Sr.
Other key contacts: Lyndiane Hervey, Sales Service Manager; Michael J. Walsh, Western Regional Manager; Marika Mammas, Eastern Regional Manager; Sebastian Fiore, Central Regional Manager

Editorial Description: Electronic Buyers' News is edited for those responsible for the procurement of electronic components, materials, instruments, and systems. In-depth coverage of buyer-oriented news, stressing source, price, delivery and quality information, purchasing and supplier personnel. News coverage with a summary of general electronic industry news. Technology coverage is non-technical, directed towards better understanding of items being purchased, and new trends expected to have impact on future requirements. Features include purchasing systems and methods, visits to vendor plants, price stories, delivery surveys, purchasing techniques. Includes financial and business information, distribution, purchasing, etc.

Member: BPA

Primary SRDS Classification No. 40

Electronic Design

Hayden Publishing Company, Inc.
10 Mulholland Drive
Hasbrouck Heights, NJ 07604
(201) 393-6000
Year founded: 1952
Published: 30x per year

Publisher: Lucinda Mattera

Editorial Description: Electronic Design editorially serves the electronics industry—the engineers and engineering management responsible for the design and specification of equipment systems and devices, electronic components, equipment systems and related products and accessories. Under three categories: News, Technology and Products—Electronic Design covers technical trends, major advances in technology and the latest products. The editorial content scans developments in microelectronics, test equipment, communications, computers, computer-aided engineering, and software with staff-written special reports, industry surveys, and

▶

Figures are Folio estimates for the calendar year 1984

ELECTRONICS

Continued

Avg. Subscrip. Circ.

1	Electronics	99,504
2	Electronic News	66,605
3	Control Engineering	2,178
4	Computer Design	0
5	EDN	0
6	Electronic Business	0
7	Electronic Buyers' News	0
8	Electronic Design	0
9	Electronic Engin. Times	0
10	Electron. Pkging & Prod.	0
11	Electronic Products	0
12	Industrial Equip. News	0
13	Plant Engineering	0
14	Research & Development	0
	Total	**168,287**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Computer Design	n/a
2	EDN	n/a
3	Electronic Business	n/a
4	Electronic Buyers' News	n/a
5	Electronic Design	n/a
6	Electronic Engin. Times	n/a
7	Electron. Pkging & Prod.	n/a
8	Electronic Products	n/a
9	Industrial Equip. News	n/a
10	Plant Engineering	n/a
11	Research & Development	n/a
12	Electronic News	−0.4
13	Electronics	−2.4
14	Control Engineering	−11.8

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Computer Design	n/a
2	EDN	n/a
3	Electronic Business	n/a
4	Electronic Buyers' News	n/a
5	Electronic Design	n/a
6	Electronic Engin. Times	n/a
7	Electron. Pkging & Prod.	n/a
8	Electronic Products	n/a
9	Industrial Equip. News	n/a
10	Plant Engineering	n/a
11	Research & Development	n/a
12	Electronic News	−242
13	Control Engineering	−291
14	Electronics	−2,401
	Total	**−2,934**

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

contributed technical articles on new developments.

Member: BPA

Primary SRDS Classification No. 40

Electronic Engineering Times

CMP Publications, Inc.
600 Community Drive
Manhasset, NY 11030
(516) 365-4600
Year founded: 1972
Published: Weekly

Publisher: Frank J. Burge
Other key contacts: Norm Rosen, Associate Publisher; John M. Griffin, Director of Marketing; George Rostky, Associate Publisher

Editorial Description: Electronic Engineering Times, a weekly newspaper, reports news of strategic importance to engineers and technical managers in the electronics industry. It also analyzes the news, puts it into perspective and, where appropriate, predicts likely outcomes. The paper also features opinions—opinions from leaders of industry, government and education and of the paper itself—on major issues facing the industry. An entire section of every issue is devoted to developments that affect engineers and managers professionally.

Member: BPA

Primary SRDS Classification No. 40

Electronic News

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4320
Year founded: 1958
Published: Weekly

Publisher: Zachary J. Dicker
Other key contacts: Thomas A. Conway, Director of Marketing/Western Sales Manager; James G. McGarry, Eastern Sales Manager; Bernard E. Ventre, New England Sales Manager

Editorial Description: Electronic News is edited for professionals in the electronics and computer industries. Every week its news columns report the technical and business events in the electronics and computer marketplaces—government, industrial, commercial, military and aerospace, consumer, etc. Editorial content covers electronic components, computers and peripheral equipment, instrumentation, communications, materials and production, electronic distribution, and financial news. Special features include: Patterns in Pricing, Contract Awards, Data Topics, Government Closeups, and Off-the-Shelf (distribution).

Member: ABC

Primary SRDS Classification No. 40

Electronic Packaging & Production

Cahners Publishing Company
1350 East Touhy Avenue
Des Plaines, IL 60018
(312) 635-8800
Year founded: 1961
Published: Monthly

Publisher: Charles E. Moodhe

Editorial Description: Electronic Packaging & Production magazine is edited solely for the engineers and designers who convert the circuit diagram into the finished product and design the physical structure of the equipment and the layout of the various internal components and then produce the prototype in quantity. Feature articles report on current developments in methods of constructing and producing modern circuits—microcircuits, P.C.'s, etc. Editorial content covers: features articles (65%); new product developments (25%); industry news (5%); plus a variety of state-of-the-art surveys of the facets of electronic packaging and production.

Member: BPA

Primary SRDS Classification No. 40

Electronic Products

Hearst Business Communications, Inc.
645 Stewart Avenue
Garden City, NY 11530
(516) 222-2500
Year founded: 1959
Published: Semimonthly

Publisher: Michael J. Stoller
Other key contacts: Paul C. Mazzacano, Associate Publisher/National Sales Manager

Editorial Description: Electronic Products is dedicated to reporting and interpreting state-of-the-art technology. The perspective it provides enables engineers to make decisions throughout various phases of the design cycle.

Member: BPA

Primary SRDS Classification No. 40

Electronics

McGraw-Hill Information Systems Company—
Computers & Communications Information Group
1221 Avenue of the Americas
New York, NY 10020
(212) 512-6058
Year founded: 1930
Published: Weekly

Publisher: Larry Altman
Other key contacts: Paul W. Reiss, Associate Publisher

Editorial Description: Electronics is a weekly magazine devoted entirely to covering the international electronics industry. It fills the information needs of decision makers who, regardless of function, require complete, accurate, analytical, information on a timely basis to keep pace with this rapidly changing industry. Electronics is a voice of the industry, covering technological, business, financial, and management disciplines in great depth.

Member: ABC

Primary SRDS Classification No. 40

Industrial Equipment News

Thomas Publishing Company
One Penn Plaza, 250 West 34th Street
New York, NY 10119
(212) 695-0500
Published: Monthly

Publisher: Ralph E. Richardson

Editorial Description: Industrial Equipment News is a product news magazine edited as a monthly source of information on new or recently improved products. Its purpose is to keep designers, specifiers, and buyers in manufacturing and allied industries informed about new materials, components, equipment, and supplies used

(Continued on page 344)

Figures are FOLIO estimates for the calendar year 1984.

Finance & Investing

Market Highlights

CIRCULATION:

OVERALL MARKET DIPS DESPITE GAIN BY MOST BOOKS

The market loses 3.5% of its circulation versus 1983, primarily due to sub and newsstand losses by biggest circ book *Barron's*. Also, increases drop for sub-only titles. *American Banker* leads titles with a 3.2% circ gain, and number one sub gainer *Institutional Investor* boosts subscriptions 12.4%.

AD PAGES:

MARKET UPS PAGES BEHIND *PENSIONS & INVESTMENT AGE*

The market increases its total ad pages in 1984, but grows at a slower rate. *American Banker*, up 7.4% versus '83, holds its number one total pages position with 2,519. *Pensions & Investment Age* nets top page gain with a 17.1% lift, far ahead of its '83 pace.

REVENUE:

GAINS PAY SOLID DIVIDEND

Although '84 revenue gains do not match those for 1983, three of the four titles up dollars versus 1983 in the double digits in all measurements, and no book records a loss. *Pensions & Investment Age* nabs the number one growth spot in two of three measurements: ad revenue, up 36%, and total revenue, up 32.4%. *Institutional Investor* scores the biggest gain in sub revenue, up 22.6%.

FINANCE & INVESTING

Ad Pages

1	American Banker	2,519
2	Barron's	2,350
3	Institutional Investor	1,776
4	Pensions & Invest. Age	918
	Total	**7,563**

% Chg. Ad Pages

1984 vs. 1983		%
1	Pensions & Invest. Age	17.1
2	American Banker	7.4
3	Barron's	−3.9
4	Institutional Investor	−5.3

Net Chg. Ad Pages

1984 vs. 1983		
1	American Banker	174
2	Pensions & Invest. Age	134
3	Barron's	−96
4	Institutional Investor	−99
	Total	113

Avg. Ad Pages/Copy

1	Institutional Investor	148
2	Barron's	44
3	Pensions & Invest. Age	35
4	American Banker	10

Ad Revenue

		$000
1	Institutional Investor	22,438
2	Barron's	20,998
3	American Banker	9,548
4	Pensions & Invest. Age	5,535
	Total	**58,519**

% Chg. Ad Revenue

1984 vs. 1983		%
1	Pensions & Invest. Age	36.0
2	American Banker	18.3
3	Institutional Investor	13.9
4	Barron's	0.8

Net Chg. Ad Revenue

1984 vs. 1983		$000
1	Institutional Investor	2,732
2	American Banker	1,480
3	Pensions & Invest. Age	1,464
4	Barron's	166
	Total	**5,842**

Avg. Edit. Pgs./Copy

1	Institutional Investor	114
2	Pensions & Invest. Age	32
3	American Banker	15
4	Barron's	ne

Average Circulation

1	Barron's	280,138
2	Institutional Investor	78,191
3	Pensions & Invest. Age	37,570
4	American Banker	22,890
	Total	**418,789**

% Chg. Avg. Circ.

1984 vs. 1983		%
1	American Banker	3.2
2	Institutional Investor	1.3
3	Pensions & Invest. Age	1.3
4	Barron's	−5.8

Net Chg. Avg. Circ.

1984 vs. 1983		
1	Institutional Investor	1,005
2	American Banker	718
3	Pensions & Invest. Age	468
4	Barron's	−17,239
	Total	**−15,048**

Avg. Total Pgs./Copy

ad pages + edit. pages		
1	Institutional Investor	262
2	Pensions & Invest. Age	67
3	American Banker	25
4	Barron's	ne

Total Revenue

ad rev. + circ. rev.		$000
1	Barron's	40,229
2	Institutional Investor	24,052
3	American Banker	18,246
4	Pensions & Invest. Age	6,260
	Total	**88,787**

% Chg. Total Revenue

1984 vs. 1983		%
1	Pensions & Invest. Age	32.4
2	American Banker	16.1
3	Institutional Investor	14.4
4	Barron's	2.0

Subscription Revenue

		$000
1	Barron's	10,616
2	American Banker	8,898
3	Institutional Investor	1,614
4	Pensions & Invest. Age	725
	Total	**21,853**

% Chg. Sub. Revenue

1984 vs. 1983		%
1	Institutional Investor	22.6
2	American Banker	13.7
3	Pensions & Invest. Age	10.4
4	Barron's	3.4

Avg. Subscrip. Circ.

1	Barron's	171,777
2	American Banker	22,890
3	Institutional Investor	13,449
4	Pensions & Invest. Age	12,084
	Total	**220,200**

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	Institutional Investor	12.4
2	American Banker	3.2
3	Pensions & Invest. Age	−0.8
4	Barron's	−5.9

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	Institutional Investor	1,486
2	American Banker	718
3	Pensions & Invest. Age	−92
4	Barron's	−10,842
	Total	**−8,730**

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

American Banker

American Banker Inc.
One State Street Plaza
New York, NY 10004
(212) 943-6700
Year founded: 1836
Published: Daily, except Saturday, Sunday & holidays

Advertising Director: Edmund C. Burke, Senior Vice President
Other key contacts: Richard H. Tierney, President; Derick Otis Steinmann, Chairman

Editorial Description: American Banker is written for senior executives in banking and other financial services industries. Its coverage includes breaking news stories on the rapidly changing financial service industry, news analysis, statistical data ranking financial instutitions, investigative pieces, and financial industry trend stories for decision-makers. Major news areas include: following regulatory and legislative changes, wholesale and retail banking, insurance, securities business and capital markets, secondary mortgage market, international banking, nonbank competition, technological developments including microcomputers and software, thrift institutions, investment management, mergers, personnel appointments and litigation. A new addition to the American Banker is a weekly news review and outlook pullout called News Monday. The newspaper also publishes more than 50 special feature and statistical editions throughout the year that focus on subjects ranging from artificial intelligence to executive development to corporate culture. Columns interpreting marketing and economic developments as well as published speeches and texts also are included.

Member: ABC

Primary SRDS Classification No. 10

Barron's

National Business and Financial Weekly

Dow Jones & Company
420 Lexington Avenue
New York, NY 10170
(212) 808-7220
Year founded: 1921
Published: Weekly

Publisher: Robert Bleiberg
Advertising Director: Walter Dietzer

Editorial Description: Barron's contains in-depth analyses of how the capital markets will impact on the future of business and government. Its columns and features are designed to help readers make decisions regarding the deployment of business and personal capital. Articles point out industrial developments and investment opportunities affecting the businessman, the money manager, the investor, the advocate, and "the consumer." Each issue contains corporate evaluations, financial columns, and a complete listing of economic indicators and market results.

Member: ABC

Primary SRDS Classification No. 46

(Continued on page 344)

Figures are Folio estimates for the calendar year 1984.

Food Service
Market Highlights

CIRCULATION:

GUEST LIST EXPANDS; GROWTH DOUBLES VERSUS '83

Circulation gains for '84 (average 12.3%) pull way ahead of last year (average 5.4%) for this nearly all-controlled circulation market. Most dramatic story: the turnaround at *Restaurants & Institutions.* Posting small losses in '83, *R&I* records an '84 gain of 18.9%, second best in the market. *Restaurant Business*, last year's growth leader, more than doubles its '83 pace with an '84 increase of 26.4%.

AD PAGES:

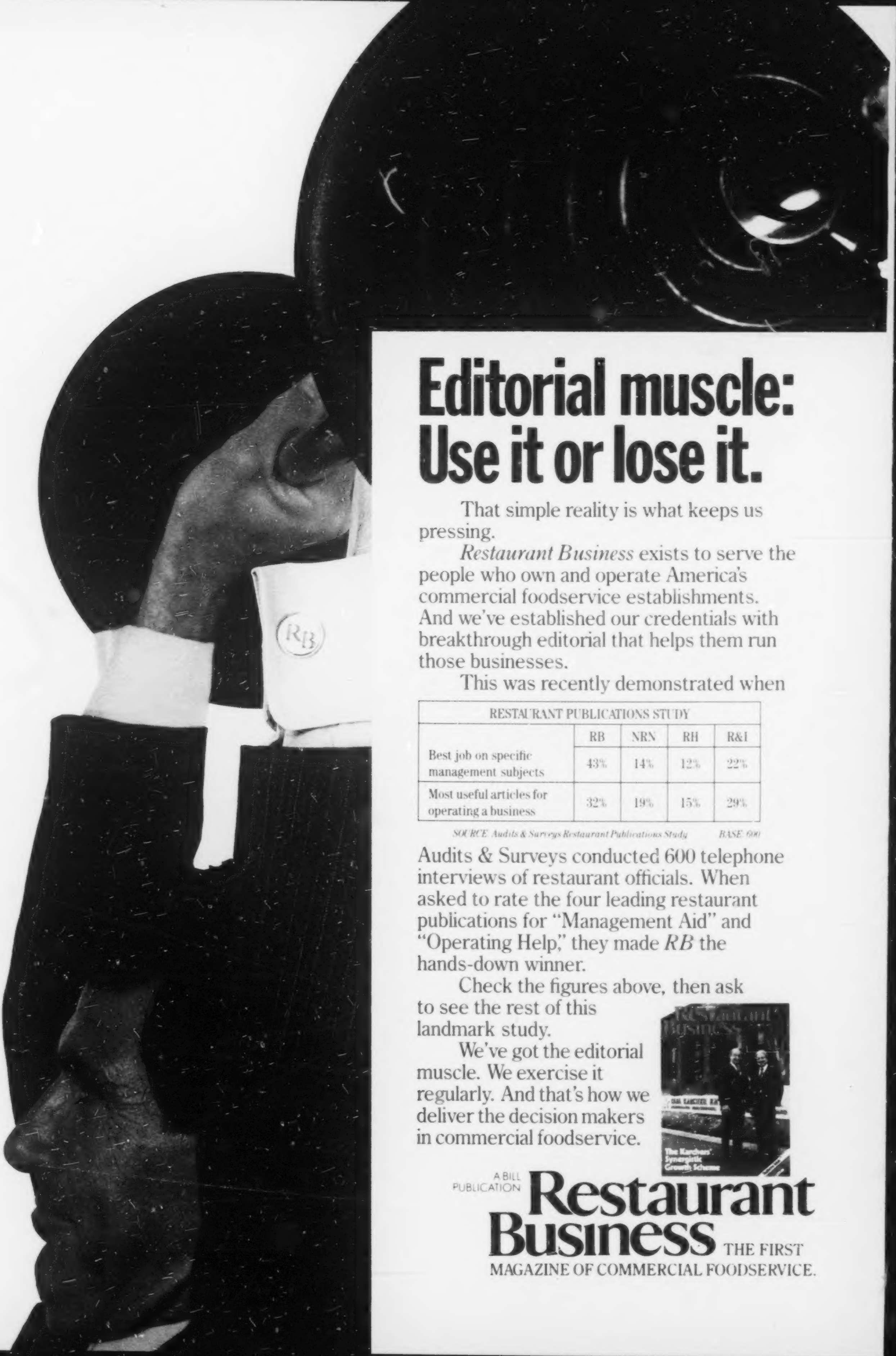
MARKET FINDS RECIPE FOR GROWTH

Coming off a solid '83, the Food Service market nearly doubles last year's growth, up in '84 an average of 16.6% in pages. *Nation's Restaurant News* produces growth that would please any ad gourmet, up 30.1% in pages. Largest ad page book, *Restaurants & Institutions*, stays on top with second best growth performance, up 22.9%, for a total of 4,362 pages.

REVENUE:

GAINS EDGE AHEAD OF RICH '83

Average revenue gains per book for 1984 (20.2%) edge ahead of 1983 pace. Since ads count as the sole revenue source for all but one book in this market, hot ad performances fire total revenues. Top dollar book, *Restaurants & Institutions* (40% of market total), leads the market with a 34.8% jump in revenues.


RB
Restaurant Business
The Karchers' Synergistic Growth Scheme

Editorial muscle: Use it or lose it.

That simple reality is what keeps us pressing.

Restaurant Business exists to serve the people who own and operate America's commercial foodservice establishments. And we've established our credentials with breakthrough editorial that helps them run those businesses.

This was recently demonstrated when Audits & Surveys conducted 600 telephone interviews of restaurant officials. When asked to rate the four leading restaurant publications for "Management Aid" and "Operating Help," they made *RB* the hands-down winner.

RESTAURANT PUBLICATIONS STUDY

	RB	NRN	RH	R&I
Best job on specific management subjects	43%	14%	12%	22%
Most useful articles for operating a business	32%	19%	15%	29%

SOURCE: Audits & Surveys Restaurant Publications Study *BASE: 600*

Check the figures above, then ask to see the rest of this landmark study.

We've got the editorial muscle. We exercise it regularly. And that's how we deliver the decision makers in commercial foodservice.

A BILL PUBLICATION
Restaurant Business THE FIRST MAGAZINE OF COMMERCIAL FOODSERVICE.

FOOD SERVICE

Ad Pages

1	Restaurants & Insts.	4,362
2	Restaurant Business	2,882
3	Nation's Restaurant News	2,547
4	Bakery Prod. & Marketing	2,255
5	Institutional Distrib.	1,468
6	Restaurant Hospitality	1,331
	Total	**14,845**

% Chg. Ad Pages

1984 vs. 1983		%
1	Nation's Restaurant News	30.1
2	Restaurants & Insts.	22.9
3	Restaurant Business	18.7
4	Institutional Distrib.	12.2
5	Restaurant Hospitality	12.2
6	Bakery Prod. & Marketing	3.6

Net Chg. Ad Pages

1984 vs. 1983		
1	Restaurants & Insts.	812
2	Nation's Restaurant News	590
3	Restaurant Business	455
4	Institutional Distrib.	159
5	Restaurant Hospitality	145
6	Bakery Prod. & Marketing	78
	Total	**2,239**

Avg. Ad Pages/Copy

1	Bakery Prod. & Marketing	173
2	Restaurants & Insts.	168
3	Restaurant Business	160
4	Institutional Distrib.	122
5	Restaurant Hospitality	111
6	Nation's Restaurant News	102

Ad Revenue

		$000
1	Restaurants & Insts.	30,490
2	Restaurant Business	13,310
3	Nation's Restaurant News	11,681
4	Restaurant Hospitality	7,253
5	Bakery Prod. & Marketing	6,246
6	Institutional Distrib.	6,079
	Total	**75,059**

% Chg. Ad Revenue

1984 vs. 1983		%
1	Restaurants & Insts.	34.8
2	Restaurant Hospitality	27.1
3	Restaurant Business	20.8
4	Institutional Distrib.	16.6
5	Nation's Restaurant News	13.4
6	Bakery Prod. & Marketing	8.7

Net Chg. Ad Revenue

1984 vs. 1983		$000
1	Restaurants & Insts.	7,876
2	Restaurant Business	2,290
3	Restaurant Hospitality	1,547
4	Nation's Restaurant News	1,381
5	Institutional Distrib.	865
6	Bakery Prod. & Marketing	500
	Total	**14,459**

Avg. Edit. Pgs./Copy

1	Restaurants & Insts.	134
2	Bakery Prod. & Marketing	115
3	Restaurant Business	91
4	Restaurant Hospitality	69
5	Institutional Distrib.	ne
6	Nation's Restaurant News	ne

Average Circulation

1	Restaurants & Insts.	126,654
2	Restaurant Business	105,990
3	Restaurant Hospitality	95,198
4	Nation's Restaurant News	73,860
5	Institutional Distrib.	31,588
6	Bakery Prod. & Marketing	30,163
	Total	**463,453**

% Chg. Avg. Circ.

1984 vs. 1983		%
1	Restaurant Business	26.4
2	Restaurants & Insts.	18.9
3	Restaurant Hospitality	15.4
4	Nation's Restaurant News	8.7
5	Institutional Distrib.	4.3
6	Bakery Prod. & Marketing	0.1

Net Chg. Avg. Circ.

1984 vs. 1983		
1	Restaurant Business	22,121
2	Restaurants & Insts.	20,133
3	Restaurant Hospitality	12,672
4	Nation's Restaurant News	5,916
5	Institutional Distrib.	1,313
6	Bakery Prod. & Marketing	40
	Total	**62,195**

Avg. Total Pgs./Copy

ad pages + edit. pages		
1	Restaurants & Insts.	302
2	Bakery Prod. & Marketing	286
3	Restaurant Business	251
4	Restaurant Hospitality	180
5	Institutional Distrib.	ne
6	Nation's Restaurant News	ne

Total Revenue

ad rev. + circ. rev.		$000
1	Restaurants & Insts.	30,490
2	Restaurant Business	13,310
3	Nation's Restaurant News	12,905
4	Restaurant Hospitality	7,253
5	Bakery Prod. & Marketing	6,246
6	Institutional Distrib.	6,079
	Total	**76,283**

% Chg. Total Revenue

1984 vs. 1983		%
1	Restaurants & Insts.	34.8
2	Restaurant Hospitality	27.1
3	Restaurant Business	20.8
4	Institutional Distrib.	16.6
5	Nation's Restaurant News	13.5
6	Bakery Prod. & Marketing	8.7

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Bakery Production & Marketing

Gorman Publishing Company
5725 East River Road
Chicago, IL 60631
(312) 693-3200
Year founded: 1966
Published: 13x per year with 2 extra in-store issues

Publisher: Bill Donohue
Other key contacts: David Greenberg, Eastern Sales Manager; Terri Frank, Advertising Manager

Editorial Description: Bakery Production and Marketing is edited for bakers who are executives and operating management in large volume bakeries; owners and operators of retail-type bakeries; and distributors who service the market. The editorial purpose is to provide practical feature articles based upon field observation by a baker-editor team which reports upon actual bakery operations. Emphasis is upon operating and management techniques, new product bakers' innovations, and production techniques to make bakers more successful. Monthly news, new product reviews, production tips, packaging, transportation, labor, sanitation, flour, cake decorating, selling, formulas, and merchandising; plus special emphasis issues on conventions and industry-wide issues.

Member: BPA

Primary SRDS Classification No. 9

Institutional Distribution

Bill Communications, Inc.
633 Third Avenue
New York, NY 10017
(212) 986-4800
Year founded: 1965
Published: 14x per year

Publisher: Stan Romaine
Advertising Director: Stan Romaine

Editorial Description: Institutional Distribution, The Magazine of Foodservice Distribution, is editorially directed to the foodservice distributor executives and their sales forces. Editorial content focuses on how to reach, sell and service foodservice customers. Contents include such subjects as industry and government developments affecting sales, selling techniques, modern distribution management techniques, distributor-manufacturer relations, distributor-customer relations and physical distribution techniques. Industry news, product news, and personnel changes also covered.

Member: BPA

Primary SRDS Classification No. 127

Nation's Restaurant News

Lebhar-Friedman, Inc.
425 Park Avenue
New York, NY 10022
(212) 371-9400
Year founded: 1967
Published: Weekly

Publisher: Arthur Anderman
Other key contacts: Martin J. Feldman, National Sales Manager

Editorial Description: Nation's Restaurant News serves commercial and institutional food service and lodging establishments including restaur-

(Continued on page 353)

Figures are Folio estimates for the calendar year 1984.

Industrial Products & Design Engineering

Market Highlights

CIRCULATION:

CIRCS IMPROVE; TWO NEW TITLES EXPAND MARKET

Overall, average growth improves slightly compared to 1983, as improved circ performances and the entry of two titles boost the market's total circ by 259,314. *Industrial Equipment News* (202,350) edges closer to the number one circ book *New Equipment Digest* (203,299). But the biggest gains go to smaller titles, like *Control Engineering* (87,426), up a market-leading 5.9%. Among the three books with subs, *EC&M* leads sub growth with a 3.1% increase.

AD PAGES:

MARKET DRAMATICALLY REVERSES '83 LOSSES

This market engineers a dramatic ad page turnaround, totally reversing a disappointing '83 when five books lost business. Average page gain for market books in '84 is 10.5%, with four designing double-digit increases. Tops in growth and biggest in total pages, *Design News* (up 21.8%) goes neck and neck with *Control Engineering*'s number two gain of 21.1%. *CE* quadruples its '83 gain of 5%.

REVENUE:

DOLLARS INCREASE SIGNIFICANTLY

Ad page gains in this mostly controlled circulation market produce double-digit revenue increases for six titles. Improved business and the addition of two smaller revenue books boost the market's total dollars 32.9%. The number one and two ad page gainers also held those positions in dollar increases: *Design News*, up 37.5%, and *Control Engineering*, up 24.3%.

INDUSTRIAL PRODUCTS & DESIGN ENGINEERING

Ad Pages

1	Design News	4,949
2	Machine Design	3,989
3	Plant Engineering	2,262
4	A.C., Htg.& Refrig. News	1,925
5	Control Engineering	1,723
6	Material Handling Engin.	1,551
7	Research & Development	1,548
8	Product Design & Dev.	1,206
9	EC&M	1,181
10	Industrial Equip. News	1,038
11	New Equipment Digest	1,025
12	Production Engineering	974
	Total	23,371

% Chg. Ad Pages

1984 vs. 1983		%
1	Design News	21.8
2	Control Engineering	21.1
3	Material Handling Engin.	17.5
4	Industrial Equip. News	15.1
5	New Equipment Digest	8.8
6	Machine Design	7.6
7	Plant Engineering	7.5
8	Research & Development	5.0
9	EC&M	2.5
10	Product Design & Dev.	ne
11	Production Engineering	ne
12	A.C., Htg.& Refrig. News	– 1.6

Net Chg. Ad Pages

1984 vs. 1983		
1	Design News	885
2	Control Engineering	300
3	Machine Design	283
4	Material Handling Engin.	231
5	Plant Engineering	158
6	Industrial Equip. News	136
7	New Equipment Digest	83
8	Research & Development	74
9	EC&M	29
10	Product Design & Dev.	ne
11	Production Engineering	ne
12	A.C., Htg.& Refrig. News	– 30
	Total	2,149

Avg. Ad Pages/Copy

1	Design News	206
2	Machine Design	142
3	Control Engineering	133
4	Research & Development	129
5	Material Handling Engin.	119
6	Product Design & Dev.	100
7	EC&M	98
8	Plant Engineering	90
9	Industrial Equip. News	87
10	New Equipment Digest	85
11	Production Engineering	81
12	A.C., Htg.& Refrig. News	37

Ad Revenue

		$000
1	Design News	21,868
2	Machine Design	17,966
3	Plant Engineering	11,849
4	New Equipment Digest	10,702
5	Industrial Equip. News	10,194
6	Research & Development	7,647
7	Control Engineering	6,883
8	EC&M	6,449
9	Product Design & Dev.	6,434
10	A.C., Htg.& Refrig. News	6,334
11	Material Handling Engin.	5,100
12	Production Engineering	4,820
	Total	116,246

% Chg. Ad Revenue

1984 vs. 1983		%
1	Design News	37.5
2	Control Engineering	24.3
3	Material Handling Engin.	21.4
4	Machine Design	16.5
5	Research & Development	15.4
6	Industrial Equip. News	12.6
7	EC&M	9.1
8	New Equipment Digest	8.4
9	Plant Engineering	7.8
10	A.C., Htg.& Refrig. News	3.3
11	Product Design & Dev.	ne
12	Production Engineering	ne

Net Chg. Ad Revenue

1984 vs. 1983		$000
1	Design News	5,969
2	Machine Design	2,548
3	Control Engineering	1,346
4	Industrial Equip. News	1,139
5	Research & Development	1,022
6	Material Handling Engin.	900
7	Plant Engineering	858
8	New Equipment Digest	826
9	EC&M	538
10	A.C., Htg.& Refrig. News	205
11	Product Design & Dev.	ne
12	Production Engineering	ne
	Total	15,351

Avg. Edit. Pgs./Copy

1	Design News	91
2	Material Handling Engin.	80
3	Control Engineering	77
4	Research & Development	74
5	EC&M	61
6	Production Engineering	55
7	Plant Engineering	51
8	New Equipment Digest	37
9	Industrial Equip. News	34
10	A.C., Htg.& Refrig. News	ne
11	Machine Design	ne
12	Product Design & Dev.	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Air Conditioning, Heating & Refrigeration News

Business News Publishing Company
755 West Big Beaver Road
P.O. Box 2600
Troy, MI 48007
(313) 362-3700
Year founded: 1926
Published: Weekly

Publisher: Michael A. Miller

Editorial Description: Air Conditioning, Heating & Refrigeration News provides news coverage and feature material in various technical, marketing, design, engineering, installation, management, government, and labor areas.

Member: ABC

Primary SRDS Classification No. 2

Control Engineering

Technical Publishing Company
1301 South Grove Avenue, P.O. Box 1030
Barrington, IL 60010
(312) 381-1840
Year founded: 1954
Published: 13x per year

Publisher: Ned Johnson
Other key contacts: Stephen A. Thompson, National Sales Manager; Nicole M. Borden, Marketing Manager

Editorial Description: Design News is a news magazine for design engineers, written to provide engineers and managers serving the Original Equipment Market with ideas to help them solve their design problems. Contains graphically illustrated articles covering the principal areas of design activity. The Design News editorial objective relates the significant developments in the field of engineering design, provides useful reference material and job-related applications of new design products, materials, systems and techniques.

Member: BPA

Primary SRDS Classification No. 120

Design News

Cahners Publishing Company
275 Washington Street
Newton, MA 02158
(617) 964-3030
Year founded: 1946
Published: 29x per year

Publisher: Thomas H. Barry
Other key contacts: Robert L. Hansen, National Sales Manager

Editorial Description: Control Engineering is edited for engineers who design, develop, and apply control and instrumentation systems. Coverage is of a technical "how-to" nature. The publication informs control engineers of automatic control and data-handling systems through the practical application of instrumentation and new analytical and systems design techniques. Problems in the processing industries, machinery and manufacturing, aerospace, and other fields are treated in depth. Emphasis on the exchange of information between industries that utilize control techniques, instrumentation and data handling.

Member: BPA

Primary SRDS Classification No. 34

EC&M

McGraw-Hill Information Systems Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-3577
Published: Monthly

Publisher: Jerry S. Ryan
Advertising Director: D. LeRoy Culver

▶

Figures are FOLIO estimates for the calendar year 1984.

INDUSTRIAL PRODUCTS & DESIGN ENGINEERING

Continued

Average Circulation

1	New Equipment Digest	203,229
2	Industrial Equip. News	202,350
3	Machine Design	166,837
4	Design News	155,684
5	Product Design & Dev.	152,033
6	Research & Development	113,092
7	Material Handling Engin.	105,605
8	Plant Engineering	105,024
9	Production Engineering	90,255
10	Control Engineering	87,426
11	EC&M	76,526
12	A.C., Htg.& Refrig. News	26,450
	Total	**1,484,511**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	Control Engineering	5.9
2	Research & Development	5.1
3	EC&M	3.1
4	Plant Engineering	2.5
5	Industrial Equip. News	0.8
6	Machine Design	0.8
7	New Equipment Digest	0.5
8	Material Handling Engin.	0.1
9	A.C., Htg.& Refrig. News	0.0
10	Product Design & Dev.	ne
11	Production Engineering	ne
12	Design News	– 1.1

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Research & Development	5,490
2	Control Engineering	4,858
3	Plant Engineering	2,517
4	EC&M	2,278
5	Industrial Equip. News	1,552
6	Machine Design	1,352
7	New Equipment Digest	991
8	Material Handling Engin.	122
9	Product Design & Dev.	ne
10	Production Engineering	ne
11	A.C., Htg.& Refrig. News	– 7
12	Design News	– 1,673
	Total	**17,480**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Design News	297
2	Control Engineering	210
3	Research & Development	203
4	Material Handling Engin.	199
5	EC&M	160
6	Plant Engineering	142
7	Production Engineering	137
8	New Equipment Digest	123
9	Industrial Equip. News	120
10	A.C., Htg.& Refrig. News	ne
11	Machine Design	ne
12	Product Design & Dev.	ne

Total Revenue

	ad rev. + circ. rev.	$000
1	Design News	21,868
2	Machine Design	17,966
3	Plant Engineering	11,849
4	New Equipment Digest	10,702
5	Industrial Equip. News	10,194
6	EC&M	7,826
7	Research & Development	7,647
8	A.C., Htg.& Refrig. News	7,348
9	Control Engineering	6,992
10	Product Design & Dev.	6,434
11	Material Handling Engin.	5,100
12	Production Engineering	4,820
	Total	**118,746**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Design News	37.5
2	Control Engineering	23.8
3	Material Handling Engin.	21.4
4	Machine Design	16.5
5	Research & Development	15.4
6	Industrial Equip. News	12.6
7	New Equipment Digest	8.4
8	EC&M	8.0
9	Plant Engineering	7.8
10	A.C., Htg.& Refrig. News	4.0
11	Product Design & Dev.	ne
12	Production Engineering	ne

Subscription Revenue

		$000
1	EC&M	1,377
2	A.C., Htg.& Refrig. News	1,014
3	Control Engineering	109
4	Design News	0
5	Industrial Equip. News	0
6	Machine Design	0
7	Material Handling Engin.	0
8	New Equipment Digest	0
9	Plant Engineering	0
10	Product Design & Dev.	0
11	Production Engineering	0
12	Research & Development	0
	Total	**2,500**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	A.C., Htg.& Refrig. News	8.6
2	EC&M	3.1
3	Design News	n/a
4	Industrial Equip. News	n/a
5	Machine Design	n/a
6	Material Handling Engin.	n/a
7	New Equipment Digest	n/a
8	Plant Engineering	n/a
9	Product Design & Dev.	n/a
10	Production Engineering	n/a
11	Research & Development	n/a
12	Control Engineering	– 1.9

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Editorial Description: EC&M Electrical Construction and Maintenance is edited for electrical contractors, electrical consultants and in-plant supervisory personnel. Provides technical data about the design, construction, modernization, operation and maintenance of electrical systems. Feature articles (56%) cover reports of current practice principally in technology, also organization and management. Includes state-of-the-art in design, lighting, heating, etc. Departments include New Products (9%), News of the Industry (6%), Practical Methods, Code Forum, Reader's Quiz (29%).

Member: ABC

Primary SRDS Classification No. 39

Industrial Equipment News

Thomas Publishing Company
One Penn Plaza, 250 West 34th Street
New York, NY 10119
(212) 695-0500
Published: Monthly

Publisher: Ralph E. Richardson

Editorial Description: Industrial Equipment News is a product news magazine edited as a monthly source of information on new or recently improved products. Its purpose is to keep designers, specifiers, and buyers in manufacturing and allied industries informed about new materials, components, equipment, and supplies used in both manufacturing and plant operations. It also describes new catalogs and technical literature.

Member: BPA

Primary SRDS Classification No. 83B

Machine Design

Penton/IPC, Inc.
Penton Plaza, 1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1929
Published: 29x per year

Publisher: Robert Z. Chew, Jr.
Other key contacts: Donald R. Buckner, Sales Manager

Editorial Description: Machine Design is written and edited for the individuals who perform a design engineering function. It provides technical information in the following areas: (1) Design and development, how-to, in-depth technical articles; (2) Current technical news coverage; (3) Ideas, examples of how someone else solved a design problem; (4) Personal, professional and management information; and (5) Commercial assistance by means of new product announcements and manufacturers' literature listings.

Member: BPA

Primary SRDS Classification No. 120

Material Handling Engineering

Penton/IPC, Inc.
1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1945
Published: 13x per year

Publisher: George Harrigan
Other key contacts: Mel Burke, Business Manager

Editorial Description: Material Handling Engineering is edited for the executive responsible for the material handling function in manufacturing or distribution. Articles describe the application of material handling products and systems as a means of increasing productivity, cutting operating cost, improving safety, and▶

INDUSTRIAL PRODUCTS & DESIGN ENGINEERING

Continued

Avg. Subscrip. Circ.

1	EC&M	76,526
2	A.C., Htg.& Refrig. News	26,450
3	Control Engineering	2,178
4	Design News	0
5	Industrial Equip. News	0
6	Machine Design	0
7	Material Handling Engin.	0
8	New Equipment Digest	0
9	Plant Engineering	0
10	Product Design & Dev.	0
11	Production Engineering	0
12	Research & Development	0
	Total	105,154

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	EC&M	3.1
2	A.C., Htg.& Refrig. News	0.0
3	Design News	n/a
4	Industrial Equip. News	n/a
5	Machine Design	n/a
6	Material Handling Engin.	n/a
7	New Equipment Digest	n/a
8	Plant Engineering	n/a
9	Product Design & Dev.	n/a
10	Production Engineering	n/a
11	Research & Development	n/a
12	Control Engineering	−11.8

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	EC&M	2,278
2	Design News	n/a
3	Industrial Equip. News	n/a
4	Machine Design	n/a
5	Material Handling Engin.	n/a
6	New Equipment Digest	n/a
7	Plant Engineering	n/a
8	Product Design & Dev.	n/a
9	Production Engineering	n/a
10	Research & Development	n/a
11	A.C., Htg.& Refrig. News	−7
12	Control Engineering	−291
	Total	1,980

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

facilitating materials requirement planning and inventory control. Departments include general news, industry news, short case studies, product and literature items, and an editorial page.

Member: BPA, MPA, ABP

Primary SRDS Classification No. 85A

New Equipment Digest

Penton/IPC, Inc.
1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1936
Published: Monthly

Publishing Director: Russell S. Carson
Other key contacts: Marci Bushek, Advertising Service Coordinator; James T. Lucas, Advertising Service/Production Manager

Editorial Description: New Equipment Digest contains condensed descriptions of new and/or significantly improved industrial products, materials, components and equipment announced by established companies marketing in the United States. Literature and catalogs on the same subjects are reviewed. In a typical year, the editorial content covers: new product descriptions (85%); new literature and catalogs (11%) and feature articles (4%). Special features include: Special Sections, Editor's Showcase, Samplecase, Bookcase, Data Rack, Best of Penton/IPC and Best of N.E.D.

Member: BPA

Primary SRDS Classification No. 83B

Plant Engineering

Technical Publishing Company
1301 South Grove Avenue, P.O. Box 1030
Barrington, IL 60010
(312) 381-1840
Year founded: 1947
Published: Biweekly

Publisher: Ciro A. Buttacavoli

Editorial Description: Plant Engineering is edited for those responsible for designing, building, installing, operating and maintaining the systems, equipment and services of the industrial plant. Problem-solution articles cover electrical systems, heating, ventilation, air conditioning, pumps, compressors, piping, valves, mechanical and fluid power transmission, materials handling, maintenance, construction, pollution control, safety, fire protection, employee facilities, lighting, instrumentation and controls, protective coatings, lubrication, fuels, tools and fastening, insulation, energy management, telecommunications, plant engineering management and organization, and computer and robotic systems. Special features: News Briefs; Human Side of Engineering; Suggestions and Solutions; Material Handling Roundup; New Equipment Reports; Manufacturer's Literature, Control Technology.

Member: BPA, ABC

Primary SRDS Classification No. 113B

Product Design & Development

Chilton Company
Chilton Way
Radnor, PA 19089
(215)) 964-4355
Year founded: 1946
Published: Monthly

Publisher: Douglas Robertson
Other key contacts: Robert Bierwirth, Editor

Editorial Description: Product Design & Development is a product news magazine for design engineers. Its editorial focuses on new or improved materials, components, systems, and equipment—the full spectrum of products needed to solve today's complex design problems. Certain feature articles on subjects of especial interest are included, as is new supplier literature

Member: BPA

Primary SRDS Classification No. 120

Production Engineering

Penton/IPC, Inc.
1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1954
Published: Monthly

Publisher: John Davis
Publishing Vice President: Jerome C. Neff
Other key contacts: Larry Boulden, Sales Manager; Ruth E. Reding, Advertising Service Manager

Editorial Description: Production Engineering covers a broad spectrum of information about the technical aspects of the production engineering function, current national trends, and personal and professional aspects of the production engineer's working life.

Member: BPA

Primary SRDS Classification No. 120A

Research & Development

Technical Publishing Company
1301 South Grove Avenue
Barrington, IL 60010
(312) 381-1840
Year founded: 1959
Published: Monthly

Publisher: Tim Kelly

Editorial Description: Research & Development is an interdisciplinary publication edited for scientists, engineers and administrators engaged in applied research and development. Its news stories and articles report on timely, significant and useful laboratory advances, instruments and techniques.

Member: BPA

Primary SRDS Classification No. 132A

Figures are FOLIO estimates for the calendar year 1984.

Marketing

Market Highlights

CIRCULATION:

MODERATE GAINS REVERSE WEAK '83

All three books in this market position themselves more successfully to the marketing and advertising communities, reversing a weak '83 circulation performance. *Adweek* dramatically boosts its small newsstand circ, up 49%. *Adweek* also leads sub gains at 7.4%, but biggest circ book, *Advertising Age*, with 84,317, leads in total circ increases, up 6.6%.

AD PAGES:

MARKET TOTAL TOPS 7,000 PAGES

This market's average page gain in '84 (10.6%) edges ahead of 1983 pace (up 9.9%), and puts it well over the 7,000-page mark (7,399 pages). *Sales & Marketing Management*, with the most dramatic increase, manages to reverse '83 page decline to top the list in '84 growth with a 19.9% gain.

REVENUE:

ALL TITLES BOOST DOLLARS

Successful marketing produces across the board double-digit gains in ad and total revenues. *Sales & Marketing Management*'s dramatic page turnaround shoots it to the top of the ad dollar growth list, up 23.7%. *Advertising Age* (up 18.3%) squeaks ahead of *Adweek* (up 18.2%) in total revenue gains, but *Adweek* took top honors in sub dollar gains (up 19.4%).

MARKETING

Ad Pages

1 Advertising Age	3,787
2 Adweek	2,297
3 Sales & Marketing Mgmt.	1,315
Total	**7,399**

% Chg. Ad Pages

1984 vs. 1983	%
1 Sales & Marketing Mgmt.	19.9
2 Adweek	10.2
3 Advertising Age	1.7

Net Chg. Ad Pages

1984 vs. 1983	
1 Sales & Marketing Mgmt.	218
2 Adweek	212
3 Advertising Age	62
Total	**492**

Avg. Ad Pages/Copy

1 Sales & Marketing Mgmt.	82
2 Adweek	41
3 Advertising Age	36

Ad Revenue

	$000
1 Advertising Age	25,610
2 Adweek	15,045
3 Sales & Marketing Mgmt.	5,675
Total	**46,330**

% Chg. Ad Revenue

1984 vs. 1983	%
1 Sales & Marketing Mgmt.	23.7
2 Advertising Age	18.8
3 Adweek	17.7

Net Chg. Ad Revenue

1984 vs. 1983	$000
1 Advertising Age	4,044
2 Adweek	2,267
3 Sales & Marketing Mgmt.	1,066
Total	**7,397**

Avg. Edit. Pgs./Copy

1 Sales & Marketing Mgmt.	82
2 Advertising Age	26
3 Adweek	ne

Average Circulation

1 Advertising Age	84,317
2 Adweek	54,960
3 Sales & Marketing Mgmt.	42,144
Total	**181,421**

% Chg. Avg. Circ.

1984 vs. 1983	%
1 Advertising Age	6.6
2 Adweek	3.2
3 Sales & Marketing Mgmt.	– 2.4

Net Chg. Avg. Circ.

1984 vs. 1983	
1 Advertising Age	5,195
2 Adweek	1,722
3 Sales & Marketing Mgmt.	– 1,015
Total	**5,902**

Avg. Total Pgs./Copy

ad pages + edit. pages	
1 Sales & Marketing Mgmt.	165
2 Advertising Age	63
3 Adweek	ne

Total Revenue

ad rev. + circ. rev.	$000
1 Advertising Age	30,089
2 Adweek	16,972
3 Sales & Marketing Mgmt.	7,174
Total	**54,235**

% Chg. Total Revenue

1984 vs. 1983	%
1 Advertising Age	18.3
2 Adweek	18.2
3 Sales & Marketing Mgmt.	12.3

Subscription Revenue

	$000
1 Advertising Age	4,126
2 Adweek	1,824
3 Sales & Marketing Mgmt.	1,499
Total	**7,449**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Adweek	19.4
2 Advertising Age	11.3
3 Sales & Marketing Mgmt.	– 16.7

Avg. Subscrip. Circ.

1 Advertising Age	81,733
2 Sales & Marketing Mgmt.	42,144
3 Adweek	38,161
Total	**162,038**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 Adweek	7.4
2 Advertising Age	6.5
3 Sales & Marketing Mgmt.	– 2.4

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 Advertising Age	5,009
2 Adweek	2,631
3 Sales & Marketing Mgmt.	– 1,015
Total	**6,625**

Newsstand Revenue

	$000
1 Advertising Age	352
2 Adweek	103
3 Sales & Marketing Mgmt.	0
Total	**455**

n/a = not applicable
ne = not estimated

THE MAGNET
The new CBS Magazine Network

REACHING MORE THAN 20 MILLION PASSIONATE CONSUMERS.

☐ ROAD & TRACK ☐ AMERICAN PHOTOGRAPHER ☐ SKIING
☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Figures are FOLIO estimates for the calendar year 1984.

PRESS

THINK OF US AS OLD HAT.

Things were pretty basic back in 1916.

So when G.D. Crain, Jr., began a publishing operation with a staff of three to assist him, it was clear what it was going to take to succeed.

Without the benefit of vast resources or modern technology, it all boiled down to sweat equity. Legwork. Long hours. Mind searching. And, most important, belief and persistence in a basic idea—that the measure of any publication is first and foremost the quality of journalism that readers find between its covers.

From the outset, G.D. Crain, Jr., was convinced that providing a journalistically useful product to readers would, in turn, provide a measurably significant service to advertisers. And that, in turn, would make his fledgling publication grow and prosper.

Today, that idea may strike many as old hat. To some, short cuts and a quick buck may seem more in keeping with the demands of the time. But not at the company that has grown from the enterprise G.D. Crain, Jr., poured his soul into seven decades ago.

That company is Crain Communications. Much has changed here over the years. Instead of a handful of publications, we now publish over two dozen business newspapers, magazines, and consumer periodicals.

The first tiny office has been replaced by a network of locations throughout the U.S. and in Europe. Typewriters have given way to CRT units, and we provide computerized capabilities to other companies. And the original core of three employees has increased to over nine hundred.

All in all, G.D. Crain, Jr., would probably be startled to see the changes that have taken place at Crain Communications. But the way we earn a living hasn't changed a bit.

We still seek out the kind of publishing opportunities and the kind of employees that G.D. Crain, Jr., sought out in 1916. And what we do still amounts to old fashioned, sleeves-up journalism that translates into a value for both readers and advertisers.

So, while Crain Communications is one of today's strongest and most progressive publishing organizations, you can still think of us as old hat.

Crain Communications Inc

Where readers came first, from the first day.

Advertising Age • Automotive News • AutoWeek • Business Insurance • Business Marketing • City & State
Crain's Chicago Business • Crain's Cleveland Business • Crain's Detroit Business • Crain's Illinois Business
Crain's New York Business • Tire Business • Electronic Media • Florida Keys Magazine
Humm's Guide to the Florida Keys • Modern Healthcare • Monthly Detroit • Pensions & Investment Age
Rubber & Plastics News • American Trade Magazines • In Europe: Advertising Age's Focus
European Rubber Journal • Urethanes Technology

MARKETING

Continued

Avg. Newsstand Circ.

1	Advertising Age	2,584
2	Adweek	1,318
3	Sales & Marketing Mgmt.	0
	Total	3,902

% Chg. Avg. News. Circ.

1984 vs. 1983		%
1	Adweek	49.0
2	Advertising Age	7.8
3	Sales & Marketing Mgmt.	n/a

Net Chg. Avg. News. Circ.

1984 vs. 1983		
1	Adweek	434
2	Advertising Age	186
3	Sales & Marketing Mgmt.	n/a
	Total	620

% Chg. News. Revenue

1984 vs. 1983		%
1	Advertising Age	107.1
2	Adweek	84.5
3	Sales & Marketing Mgmt.	n/a

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Advertising Age

Crain Communications Inc.
220 East 42nd Street
New York, NY 10017
(212) 210-0205
Year founded: 1930
Published: Semiweekly

Publisher: Louis F. DeMarco
Advertising Director: Don Lock
Other key contacts: Larry Oliver, Eastern Sales Manager; Bill Walker, Midwestern Sales Manager

Editorial Description: Advertising Age publishes news of special interest to those active in marketing, advertising and media, much of it exclusive news. In-depth profiles of companies and people. Weekly single-topic Special Reports on specific phases of marketing, advertising, media. Regular features, expert columnists, and statistical reports. The "publication of record" of the industry.
Member: ABC
Primary SRDS Classification No. 1

ADWEEK

A/S/M Communications
820 Second Avenue
New York, NY 10017
(212) 661-8080
Year founded: 1951
Published: 56x per year

Publishers: J.C. Kelly, Southwest; John Singleton, Midwest; Michael Carpenter, West; Stephen Carroll, Southeast
Associate Publisher: Wenda Harris Millard, East

Editorial Description: ADWEEK is a group of magazines devoted to advertising industry news and information. Each magazine is edited in the region it serves. Each brings its readers local and national news. Special in-depth reports and industry analyses appear simultaneously in the Network publications.

Member: ABC

Primary SRDS Classification No. 1

S&MM
Sales & Marketing Management

Bill Communications, Inc.
533 Third Avenue
New York, NY 10017
(212) 986-4800
Year founded: 1918
Published: 16x per year

Publisher: Kenneth M. Reiss
Advertising Director: Donald E. Mates

Editorial Description: Sales & Marketing Management (S&MM) is published for all executives responsible for the profitable sale and marketing of their companies' products and services.

Member: ABC, BPA

Primary SRDS Classification No. 131A

THE MAGNET
The new CBS Magazine Network

REACHING MORE THAN 20 MILLION PASSIONATE CONSUMERS.

☐ ROAD & TRACK ☐ AMERICAN PHOTOGRAPHER ☐ SKIING
☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Medical

Market Highlights

CIRCULATION:

LARGEST BUSINESS MARKET ADDS TWO TITLES, DROPS FOUR; CIRC DIPS SLIGHTLY

The exit of four titles and the debut of two books demonstrate just how volatile—and perhaps crowded—this market is. Total circ for this largest FOLIO:400 Business Market dips slightly (-5%), falling just below three million. Circ growth also falls below '83 pace, with seven books recording losses. *Modern Healthcare*, one of seven books with sub circs, runs away with sub increases (up 44.5%) and also leads in overall circulation gains (up 11.5%), the only double-digit increase.

AD PAGES:

SOME HEALTHY GAINS, SOME HEFTY LOSSES

Page gains and losses mirror each other, with both reaching the double-digits. Winners win big in '84, scoring an average ad gain of 16.8%; losers average a drain of 11.2%. *Modern Healthcare* leads gainers, up 39.3%. Biggest in total ad pages, *New England Journal of Medicine*, turns it around in '84, changing an '83 decline into third best gain, 16.7%.

REVENUE:

MARKET SLIPS FROM STRONG '83 GROWTH

Despite some big dollar gains by two books, overall the market does not match its strong '83 growth: Total revenue increases slightly, 1.5%, to top $180 million, and place "Medical" third among FOLIO:400 business markets. *Modern Healthcare* sweeps all three growth measurements, finishing a distant first in sub revenue gains (up 106.6%), ad revenue gains (up 57.9%) and total revenue gains (up 60.8%). *American Medical News*, number two in ad and total gains, is the only book measured comparatively last year to grow at a faster pace in 1984.

MEDICAL

Ad Pages

1	New England Jour.of Med.	4,748
2	Medical Economics	3,957
3	Journal of the AMA	3,496
4	Amer. Family Physician	2,480
5	Diversion	2,387
6	Patient Care	2,153
7	Physician's Management	2,127
8	Hospitals	2,026
9	Postgraduate Medicine	1,967
10	Annals of Internal Med.	1,947
11	Hospital Practice	1,924
12	Emergency Medicine	1,916
13	Hospital Medicine	1,856
14	Consultant	1,830
15	Modern Medicine	1,803
16	Modern Healthcare	1,766
17	MD	1,614
18	Med. Asp. of Human Sex.	1,410
19	American Medical News	1,171
	Total	**42,578**

% Chg. Ad Pages

1984 vs. 1983		%
1	Modern Healthcare	39.3
2	American Medical News	35.2
3	New England Jour.of Med.	16.7
4	Physician's Management	14.3
5	Hospitals	13.7
6	Amer. Family Physician	10.6
7	Journal of the AMA	3.9
8	Modern Medicine	1.0
9	Hospital Medicine	ne
10	Med. Asp. of Human Sex.	ne
11	Hospital Practice	−0.1
12	Annals of Internal Med.	−0.5
13	Consultant	−2.5
14	Medical Economics	−2.8
15	Patient Care	−12.7
16	Postgraduate Medicine	−16.5
17	MD	−18.2
18	Diversion	−18.6
19	Emergency Medicine	−28.7

Net Chg. Ad Pages

1984 vs. 1983		
1	New England Jour.of Med.	679
2	Modern Healthcare	498
3	American Medical News	305
4	Physician's Management	266
5	Hospitals	244
6	Amer. Family Physician	237
7	Journal of the AMA	131
8	Modern Medicine	18
9	Hospital Medicine	ne
10	Med. Asp. of Human Sex.	ne
11	Hospital Practice	−1
12	Annals of Internal Med.	−10
13	Consultant	−47
14	Medical Economics	−116
15	Patient Care	−312
16	MD	−358
17	Postgraduate Medicine	−389
18	Diversion	−545
19	Emergency Medicine	−770
	Total	**−170**

Avg. Ad Pages/Copy

1	Amer. Family Physician	207
2	Diversion	199
3	Physician's Management	177
4	Annals of Internal Med.	162
5	Hospital Practice	160
6	Hospital Medicine	155
7	Consultant	153
8	Medical Economics	152
9	Modern Medicine	150
10	MD	135
11	Postgraduate Medicine	123
12	Med. Asp. of Human Sex.	118
13	Modern Healthcare	110
14	Patient Care	103
15	Emergency Medicine	91
16	New England Jour.of Med.	91
17	Hospitals	84
18	Journal of the AMA	73
19	American Medical News	24

Ad Revenue

		$000
1	Medical Economics	20,768
2	Journal of the AMA	15,779
3	New England Jour.of Med.	14,000
4	American Medical News	11,607
5	Diversion	9,217
6	Amer. Family Physician	8,002
7	Hospitals	7,985
8	Hospital Practice	7,838
9	Patient Care	7,522
10	Modern Healthcare	6,787
11	Postgraduate Medicine	6,615
12	Physician's Management	6,583
13	Consultant	6,487
14	Hospital Medicine	6,200
15	Modern Medicine	5,982
16	Med. Asp. of Human Sex.	5,700
17	Emergency Medicine	5,589
18	MD	5,410
19	Annals of Internal Med.	4,716
	Total	**182,787**

% Chg. Ad Revenue

1984 vs. 1983		%
1	Modern Healthcare	57.9
2	American Medical News	36.6
3	Physician's Management	19.2
4	Hospitals	19.0
5	New England Jour.of Med.	16.7
6	Amer. Family Physician	13.7
7	Journal of the AMA	11.1
8	Modern Medicine	4.2
9	Medical Economics	3.2
10	Hospital Practice	2.8
11	Annals of Internal Med.	1.7
12	Hospital Medicine	ne
13	Med. Asp. of Human Sex.	ne
14	Consultant	−1.4
15	Patient Care	−7.6
16	Diversion	−11.3
17	MD	−13.7
18	Postgraduate Medicine	−13.8
19	Emergency Medicine	−22.6

Net Chg. Ad Revenue

1984 vs. 1983		$000
1	American Medical News	3,110
2	Modern Healthcare	2,489
3	New England Jour.of Med.	2,000
4	Journal of the AMA	1,572
5	Hospitals	1,275
6	Physician's Management	1,062
7	Amer. Family Physician	966
8	Medical Economics	636
9	Modern Medicine	241
10	Hospital Practice	211
11	Annals of Internal Med.	79
12	Hospital Medicine	ne
13	Med. Asp. of Human Sex.	ne
14	Consultant	−94
15	Patient Care	−622
16	MD	−860
17	Postgraduate Medicine	−1,055
18	Diversion	−1,169
19	Emergency Medicine	−1,633
	Total	**8,208**

Avg. Edit. Pgs./Copy

1	Amer. Family Physician	168
2	Annals of Internal Med.	160
3	Physician's Management	135
4	Diversion	133
5	Hospital Practice	131
6	Consultant	116
7	Postgraduate Medicine	114
8	Hospital Medicine	103
9	Modern Medicine	102
10	Medical Economics	97
11	MD	94
12	Modern Healthcare	88
13	Patient Care	83
14	Journal of the AMA	80
15	Emergency Medicine	74
16	New England Jour.of Med.	71
17	Hospitals	62
18	American Medical News	27
19	Med. Asp. of Human Sex.	16

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

American Family Physician

American Academy of Family Physicians
1740 West 92nd Street
Kansas City, MO 64114
(816) 333-9700
Year founded: 1950 (as GP)
Published: Monthly

Publisher: Walter H. Kemp
Other key contacts: Richard L. Ray, Marketing Manager; H. Robert Hogg, Sales Director

Editorial Description: American Family Physician is edited for physicians specializing in family practice, internal medicine or osteopathy. Original scientific articles, written on assignment, emphasize diagnostic and therapeutic techniques. Other editorial features include scientific abstracts plus legislative information of interest to physicians in active practice. Fifty-five percent of American Family Physician's editorial content is devoted to scientific information. Special emphasis is placed on design and illustration.

Member: BPA
Primary SRDS Classification No. 87

American Medical News

American Medical Association
535 North Dearborn Street
Chicago, IL 60610
(312) 645-5000
Year founded: 1958
Published: 48x per year

Publisher: John T. Baker
Advertising Director: Joseph Dennehy
Other key contacts: Raymond Christian, Advertising Services Director; Robert Corcoran, Eastern Sales Manager; Thomas Carroll, Midwest/West Sales Manager

Editorial Description: American Medical News publishes news and opinions on key issues of political, social and economic significance concerning the practice and delivery of medical care. Additionally, there is non-technical reporting and discussion of medical developments, legal decisions, legislation, business trends, and tax rulings.

Primary SRDS Classification No. 87

Annals of Internal Medicine

American College of Physicians
4200 Pine Street
Philadelphia, PA 19104
(215) 243-1200
Year founded: 1927
Published: Monthly

Other key contacts: Amy Passe, Advertising Production Manager; Brian Barker, Assistant Business Director

Editorial Description: Annals of Internal Medicine is a journal edited for physicians specializing in the practice of internal medicine and in allied fields such as immunology, dermatology, pediatrics, pathology, preventive medicine, and public health. Each issue presents original contributions from clinical observation and research on the nature, diagnosis, and treatment of disease; case studies; conference-type reviews; editorial reviews and notes; book reviews; and medical news. Social and cultural aspects of medicine are reflected in articles on medical history ▶

Figures are Folio estimates for the calendar year 1984.

MEDICAL

Continued

Average Circulation

1	Journal of the AMA	321,797
2	American Medical News	313,914
3	New England Jour.of Med.	213,447
4	Med. Asp. of Human Sex.	186,070
5	Hospital Practice	180,425
6	Diversion	177,196
7	Medical Economics	172,878
8	Hospital Medicine	159,305
9	MD	153,337
10	Emergency Medicine	130,440
11	Postgraduate Medicine	127,518
12	Amer. Family Physician	126,327
13	Consultant	120,654
14	Modern Medicine	120,375
15	Patient Care	112,201
16	Physician's Management	110,590
17	Annals of Internal Med.	93,836
18	Hospitals	84,222
19	Modern Healthcare	78,443
	Total	**2,982,975**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	Modern Healthcare	11.5
2	Hospitals	3.5
3	New England Jour.of Med.	2.8
4	Postgraduate Medicine	2.4
5	Journal of the AMA	2.1
6	Diversion	2.0
7	Medical Economics	1.4
8	Physician's Management	0.9
9	Annals of Internal Med.	0.4
10	Modern Medicine	0.2
11	Hospital Medicine	ne
12	Med. Asp. of Human Sex.	ne
13	Emergency Medicine	– 0.4
14	Patient Care	– 0.6
15	Amer. Family Physician	– 0.8
16	American Medical News	– 1.5
17	Consultant	– 1.5
18	MD	– 1.7
19	Hospital Practice	– 6.5

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Modern Healthcare	8,096
2	Journal of the AMA	6,725
3	New England Jour.of Med.	5,836
4	Diversion	3,475
5	Postgraduate Medicine	2,979
6	Hospitals	2,845
7	Medical Economics	2,368
8	Physician's Management	1,024
9	Annals of Internal Med.	339
10	Modern Medicine	274
11	Hospital Medicine	ne
12	Med. Asp. of Human Sex.	ne
13	Emergency Medicine	– 583
14	Patient Care	– 698
15	Amer. Family Physician	– 1,029
16	Consultant	– 1,878
17	MD	– 2,729
18	American Medical News	– 4,729
19	Hospital Practice	– 12,580
	Total	**9,735**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Amer. Family Physician	375
2	Diversion	332
3	Annals of Internal Med.	323
4	Physician's Management	312
5	Hospital Practice	291
6	Consultant	269
7	Hospital Medicine	258
8	Modern Medicine	252
9	Medical Economics	249
10	Postgraduate Medicine	237
11	MD	229
12	Modern Healthcare	198
13	Patient Care	186
14	Emergency Medicine	166
15	New England Jour.of Med.	162
16	Journal of the AMA	153
17	Hospitals	146
18	Med. Asp. of Human Sex.	133
19	American Medical News	52

Total Revenue

	ad rev. + circ. rev.	$000
1	New England Jour.of Med.	24,179
2	Medical Economics	21,513
3	Journal of the AMA	17,124
4	American Medical News	11,749
5	Diversion	9,217
6	Annals of Internal Med.	8,785
7	Hospitals	8,212
8	Amer. Family Physician	8,002
9	Hospital Practice	7,838
10	Patient Care	7,522
11	Modern Healthcare	7,353
12	Postgraduate Medicine	6,615
13	Physician's Management	6,583
14	Consultant	6,467
15	Hospital Medicine	6,200
16	Modern Medicine	5,982
17	Med. Asp. of Human Sex.	5,700
18	Emergency Medicine	5,589
19	MD	5,410
	Total	**180,040**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Modern Healthcare	60.8
2	American Medical News	36.2
3	Physician's Management	19.2
4	Hospitals	18.6
5	Amer. Family Physician	13.7
6	New England Jour.of Med.	11.5
7	Journal of the AMA	9.1
8	Modern Medicine	4.2
9	Medical Economics	3.4
10	Hospital Practice	2.8
11	Annals of Internal Med.	0.7
12	Hospital Medicine	ne
13	Med. Asp. of Human Sex.	ne
14	Consultant	– 1.4
15	Patient Care	– 7.6
16	Diversion	– 11.3
17	MD	– 13.7
18	Postgraduate Medicine	– 13.8
19	Emergency Medicine	– 22.6

Subscription Revenue

		$000
1	New England Jour.of Med.	10,179
2	Annals of Internal Med.	4,070
3	Journal of the AMA	1,344
4	Medical Economics	745
5	Modern Healthcare	566
6	Hospitals	227
7	American Medical News	142
8	Amer. Family Physician	0
9	Consultant	0
10	Diversion	0
11	Emergency Medicine	0
12	Hospital Medicine	0
13	Hospital Practice	0
14	MD	0
15	Med. Asp. of Human Sex.	0
16	Modern Medicine	0
17	Patient Care	0
18	Physician's Management	0
19	Postgraduate Medicine	0
	Total	**17,273**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Modern Healthcare	106.6
2	Medical Economics	9.8
3	American Medical News	8.5
4	New England Jour.of Med.	5.0
5	Hospitals	4.9
6	Amer. Family Physician	n/a
7	Consultant	n/a
8	Diversion	n/a
9	Emergency Medicine	n/a
10	Hospital Medicine	n/a
11	Hospital Practice	n/a
12	MD	n/a
13	Med. Asp. of Human Sex.	n/a
14	Modern Medicine	n/a
15	Patient Care	n/a
16	Physician's Management	n/a
17	Postgraduate Medicine	n/a
18	Annals of Internal Med.	– 0.4
19	Journal of the AMA	– 9.6

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

and in editorials. Front and back sections advertise products relevant to the practice of internal medicine.

Member: ABC

Primary SRDS Classification No. 87

Consultant

Cliggott Publishing Co.
55 Holly Hill Lane
P.O. Box 4010
Greenwich, CT 06830
(203) 661-0600
Year founded: 1961
Published: 18x per year (as of 1985)

Publisher: Robert R. Victorin
Advertising Director: Jon R. Catlin
Other key contacts: Anthony P. Perraglia, Robert W. Preston, Eastern Advertising Representatives; Charles J. Dooley, Western Advertising Representative

Editorial Description: Consultant articles emphasize the "how to" aspects of medicine. They help the reader resolve questions common to his everyday practice and provide him with peer references so he can measure his own techniques against those of leading authorities. Consultant also offers a means of personal consultation with author-specialists and other clinical experts who answer questions submitted by physician-readers. All articles are original and concise, covering the major and minor day-by-day problems encountered in primary care. The emphasis throughout is on providing practical and immediately relevant help to clinicians.

Member: BPA

Primary SRDS Classification No. 87

DIVERSION

Hearst Professional Magazines, Inc.
60 East 42nd Street
New York, NY 10165
(212) 682-3710
Year founded: 1973
Published: Monthly

Publisher: Thomas Duffy
Advertising Director: Edward McGlynn
Other key contacts: Marvin Gilbert, Associate Publisher

Editorial Description: DIVERSION is a medical leisure magazine edited for physicians. It includes articles of interest to the doctor as a traveler, investor, gourmet, gardener, photographer, sportsman and convention-goer. The editorial tone reflects its readers' lifestyles and their personal interests, and articles are prepared by authorities in their respective fields.

Member: BPA

Primary SRDS Classification No. 87

Emergency Medicine

Cahners Publishing Company
475 Park Avenue South
New York, NY 10016
(212) 686-0555
Year founded: 1968
Published: Semimonthly

▶

Figures are Folio estimates for the calendar year 1984.

MEDICAL

Continued

Avg. Subscrip. Circ.

1	Journal of the AMA	241,184
2	American Medical News	223,176
3	New England Jour.of Med.	212,071
4	Annals of Internal Med.	93,836
5	Medical Economics	19,595
6	Modern Healthcare	11,322
7	Hospitals	6,474
8	Amer. Family Physician	0
9	Consultant	0
10	Diversion	0
11	Emergency Medicine	0
12	Hospital Medicine	0
13	Hospital Practice	0
14	MD	0
15	Med. Asp. of Human Sex.	0
16	Modern Medicine	0
17	Patient Care	0
18	Physician's Management	0
19	Postgraduate Medicine	0
	Total	807,658

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Modern Healthcare	44.5
2	Hospitals	4.8
3	New England Jour.of Med.	2.8
4	Medical Economics	1.2
5	Annals of Internal Med.	0.4
6	Journal of the AMA	0.3
7	Amer. Family Physician	n/a
8	Consultant	n/a
9	Diversion	n/a
10	Emergency Medicine	n/a
11	Hospital Medicine	n/a
12	Hospital Practice	n/a
13	MD	n/a
14	Med. Asp. of Human Sex.	n/a
15	Modern Medicine	n/a
16	Patient Care	n/a
17	Physician's Management	n/a
18	Postgraduate Medicine	n/a
19	American Medical News	-3.1

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	New England Jour.of Med.	5,828
2	Modern Healthcare	3,487
3	Journal of the AMA	699
4	Annals of Internal Med.	339
5	Hospitals	296
6	Medical Economics	235
7	Amer. Family Physician	n/a
8	Consultant	n/a
9	Diversion	n/a
10	Emergency Medicine	n/a
11	Hospital Medicine	n/a
12	Hospital Practice	n/a
13	MD	n/a
14	Med. Asp. of Human Sex.	n/a
15	Modern Medicine	n/a
16	Patient Care	n/a
17	Physician's Management	n/a
18	Postgraduate Medicine	n/a
19	American Medical News	-7,057
	Total	3,827

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Publisher: Charles H. Messina
Advertising Director: Michael Mongelli
Other key contacts: Anthony J. DiRollo, Group Vice President; Al Heidler, Eastern Sales Manager; Rich O'Donnell, Midwest Representative

Editorial Description: Emergency Medicine is published for those physicians who deal with the broadest range of patients and illnesses. The publication addresses itself to the acute phases of various types of illnesses and injuries. It treats, on a "how to" level, common emergencies ranging from the most routine to the most serious. Special features include: errors in emergency practice, the toxic emergency, emergency tips from the literature, and major hospital therapeutic conferences aimed at helping doctors diagnose and treat acute medical and traumatic conditions.

Member: BPA

Primary SRDS Classification No. 87

Hospital Medicine

Hospital Publications, Inc.
300 Harmon Meadow Boulevard
Secaucus, NJ 07094
(201) 864-4000
Year founded: 1966
Published: Monthly

Publisher: Barry J. Murphy

Editorial Description: Hospital Medicine serves the medical profession in both hospital-based and office-based practice. Editorial content includes illustrated presentations focusing on the clinical aspects of medicine.

Member: BPA

Primary SRDS Classification No. 87

Hospital Practice

HP Publishing Company
575 Lexington Avenue
New York, NY 10022
(212) 421-7320
Year founded: 1966
Published: Monthly

Publisher: Milton Liebman
Advertising Director: Terrance A. Bean
Other key contacts: David W. Fisher, President; George Janco, Advertising Sales Manager; Rita Beale, Advertising Sales Manager

Editorial Description: Hospital Practice provides original review articles on new developments and problem areas in medicine and clinical research directed to physicians in hospital and office practice. Special features include a monthly newsletter of current medicine, Capsule & Comment; a special section on bedside and deskside patient management, Clinical Strategy; short features on solving diagnostic and therapeutic problems, ECG Casebook, The Pain Clinic, and the Problem Patient. Personal views and commentary on subjects of current interest are provided in essays by regular contributors.

Member: BPA

Primary SRDS Classification No. 87

Hospitals

American Hospital Publishing, Inc.
211 East Chicago Avenue
Chicago, IL 60611
(312) 440-6800
Year founded: 1936
Published: Semimonthly

Publisher: Daniel S. Schechter
Advertising Director: Richard M. Dudley
Other key contacts: Rex N. Olsen, Associate Publisher

Editorial Description: Hospitals contains news articles and regular features which provide professional information for operating executives of health care institutions. Editorial content includes: administration & professional practice (27%); finance & economics (18%); news (17%); purchasing & product information (9%); planning & construction (8%); technology (7%); support services (6%); other (8%). Special features include: Hospital Economic Forecast, Design Lines, Law in Brief, Product Reports, Washington Report.

Member: BPA, SNAP

Primary SRDS Classification No. 65

Journal of the American Medical Association

American Medical Association
535 North Dearborn
Chicago, IL 60610
(312) 645-5000
Year founded: 1883
Published: 48x per year

Publisher: John T. Baker
Advertising Director: Joseph Dennehy
Other key contacts: Bob Corcoran, Eastern Sales Manager; Thomas Carroll, Midwest/West Sales Manager; Raymond Christian, Advertising Services Director

Editorial Description: Journal of the American Medical Association is edited to educate: to inform its readers of progress in clinical medicine, pertinent research, and landmark evolutions in other areas as they interface with medicine. It is a forum for open and responsible discussion, and publishes various directories, medical news items, letters, original papers, abstracts, questions and answers, obituaries, and practice opportunities.

Member: BPA

Primary SRDS Classification No. 87

MD Magazine

MD Publications, Inc.
30 East 60th Street
New York, NY 10022
(212) 355-5432
Year founded: 1957
Published: Monthly

Publisher: James A. Clements
Advertising Director: Dominic Waddington
Other key contacts: Carol Scott, Advertising Production Manager (Consumer)

Editorial Description: MD Magazine contains articles, reviews, and photo essays which examine a broad spectrum of subjects, among them medicine, science, the fine arts, literature, history, bi-▶

Figures are FOLIO estimates for the calendar year 1984.

Magazine Profiles

ography, music, sports, travel, entertainment, and social issues that affect the doctor as both human being and professional.

Member: BPA

Primary SRDS Classification No. 87

Medical Aspects of Human Sexuality

Hospital Publications, Inc.
300 Harmon Meadow Boulevard
Secaucus, NJ 07094
(201) 964-4000
Year founded: 1967
Published: Monthly

Publisher: William T. Cowley

Editorial Description: Medical Aspects of Human Sexuality contains physician authored articles that help the family physician and other specialists in treating and counseling patients who have sexual, marital or family problems that may, or may not be caused or complicated by a concurrent medical problem.

Member: BPA

Primary SRDS Classification No. 87

Medical Economics

Medical Economics Company, Inc.
680 Kinderkamack Road
Oradell, NJ 07649
(201) 262-3030
Year founded: 1923
Published: Semimonthly

Publisher: James H. Jenkins
Other key contacts: Richard G. Cenar, Western Sales Manager

Editorial Description: Medical Economics is edited for physicians in private practice. Covers patient relations, office management, fee setting and collecting, health insurance, hospital practice, government regulation, professional liability—plus such financial subjects as personal insurance, investments, tax and estate planning. Also medical ethics, medical humor, medical family life, leisure activities. Interpretive articles feature advice from experts, based on experiences of practicing physicians.

Member: BPA

Primary SRDS Classification No. 87

Modern Healthcare

Crain Communications Inc.
740 North Rush Street
Chicago, IL 60611
(312) 649-5350
Year founded: 1930
Published: Biweekly

Publisher: Charles S. Lauer
Advertising Director: Leonidas Nelson

Editorial Description: Modern Healthcare provides news and feature coverage of the business aspects of healthcare management. Content includes topics such as finance, purchasing, legislation, labor, planning, construction, patient care, government affairs, technology, fundraising, marketing and management.

Member: BPA

Primary SRDS Classification No. 65

Modern Medicine

Modern Medicine Publications, Inc.
7500 Old Oak Boulevard
Cleveland, OH 44130
(216) 243-8100
Year founded: 1932
Published: Monthly

Publisher: Bernard Rogers
Advertising Director: Jeffrey Preston, Associate Publisher
Other key contacts: Ronald Ziegler, Vice President, Associate Publisher; Marcie Lazarich, Sales Representative

Editorial Description: Modern Medicine includes abstracts of original papers selected from the world's literature; physician-written articles on diagnosis and therapy, clinical highlights of major medical meetings; illustrated reports of clinical techniques, plus editorial, opinion, and news briefs; a diagnostic problem; a feature on drug actions and interactions are also part of the regular editorial content, which is aimed at serving the clinical needs and interests of primary care physician readers.

Member: BPA

Primary SRDS Classification No. 87

New England Journal of Medicine

Massachusetts Medical Society
1440 Main Street
Waltham, MA 02254
(617) 893-3800
Year founded: 1812
Published: Weekly

Publisher: Frederick Bowes, III
Advertising Manager: Ronald Brown
Other key contacts: William Healy, Western Account Manager; Art Wilschek, Eastern Account Manager; Lou Wetzel, Eastern Account Manager

Editorial Description: New England Journal of Medicine is a medical journal, with no categorical restrictions, which presents original articles and interpretive reviews of new developments in the major aspects of medicine: its science, its art and practice, and its position in today's social-political structure.

Member: BPA

Primary SRDS Classification No. 87

Patient Care

Patient Care Communications, Inc.
16 Thorndal Circle, P.O. Box 1245
Darien, CT 06820
(203) 655-8951
Year founded: 1967
Published: 21x per year

Publisher: Howard C. Clutterbuck
Advertising Director: Arlene E. Gibb
Other key contacts: Kenneth Garand, National Sales Manager; Ruth Hohmeier, Sales Representative; Jack McAleer, Sales Representative; John Racik, Sales Representative

Editorial Description: Patient Care contains practical advice for physicians in the primary care specialties. Most articles deal with clinical problems, particularly those encountered in day-to-day office practice. These articles are presented in small units headed by summaries. Most articles give the consensus of three or more authorities; those articles reflecting one opinion only are accompanied by the comments of prepublication peer reviewers. Departments include Technique Tips, Time Savers, Patient Pleasers, Overseas Observer, Procedures for Your Practice, Practical Briefings, and When Your Patient Asks.

Member: BPA

Primary SRDS Classification No. 87

Physician's Management

Harcourt Brace Jovanovich Publications
7500 Old Oak Boulevard
Cleveland, OH 44130
(216) 243-8100
Year founded: 1961
Published: Monthly

Publisher: Mel Winters
Other key contacts: Tom Terreri, Advertising Representative; Joseph Diorio, Advertising Representative

Editorial Description: Physician's Management is oriented to the doctor's problems and opportunities as a businessman: office organization, staffing and personnel, maintaining proper records, advice and analysis on personal finances, the consequences of government policies as they affect the profession. The goal of each issue is to keep the doctor informed of management techniques, as well as the economic factors which influence his practice.

Member: BPA

Primary SRDS Classification No. 87

Postgraduate Medicine

McGraw-Hill Book Company
4530 West 77th Street
Minneapolis, MN 55435
(612) 835-3222
Year founded: 1947
Published: 16x per year

Publisher: Daniel M. Kelley
Advertising Director: Daniel M. Kelley
Other key contacts: E.W. Burke, Sales Representative; Steven E. Anthony, Sales Representative; Noe P. Mayotte, Sales Representative George M. Sendak, Sales Representative

Editorial Description: Postgraduate Medicine is edited for physicians who provide primary care: FP/GP, IM, DO, Cards and Gastros. Each issue presents original clinical articles stressing diagnosis and treatment of problems encountered in general medical practice. Clinical symposiums in each issue are accompanied by tests for self-assessment and tests which may be completed for AMA Category I Credits, AOA Credit and AAFP Prescribed Credit.

Member: ABC, BPA

Primary SRDS Classification No. 87

DATA MANAGEMENT

Continued from page 318

Mini-Micro Systems (cont.)

Editorial Description: Mini-Micro Systems is edited for value-added OEM's, value-added resellers and value-added users who are responsible for integrating, configuring and implementing hardware and software into mini-micro computer systems. Editorial coverage includes applications for minicomputers, microcomputers, memory systems, peripheral equipment, data communications, software, local area networks, and other mini-micro products.

Member: BPA
Primary SRDS Classification No. 5A

MIS Week

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-6471
Year founded: 1980
Published: Weekly

Publisher: Martin P. Rosenblum
Advertising Director: Randi J. Zemsky

Editorial Description: MIS Week provides the most timely news available on the information systems industry to corporate management, MIS management and MIS professionals involved in planning and purchasing data processing, communications and office automation hardware and software in large corporations and organizations. News topics covered on a weekly basis include information systems, communications, data processing, data communications, micro-computing, networking, software, data bases, government, personnel, and finance.

Member: BPA
Primary SRDS Classification No. 20

Modern Office Technology

Penton/IPC, Inc.
Pittway Corp.
1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1956
Published: Monthly
Publisher: John H. Whaley III
Advertising Director: John Dykeman

Editorial Description: Modern Office Technology serves executives and managers responsible for evaluating buying and managing of business information processing equipment and systems, office operations, white collar personnel and the design and furnishing of the office environment. Editorial provides how-to-do-it management information so that executives can stay abreast of developments on systems, equipment, procedures, new technology, supplies and accessories, and management techniques.

Member: BPA
Primary SRDS Classification No. 103A

The Office

Office Publications, Inc.
1600 Summer Street
P.O. Box 1231
Stamford, CT 06904
(203) 327-9670
Year founded: 1935
Published: Monthly

Publisher: William R. Schulhof
Advertising Director: Joseph Czarnik
Other key contacts: Ray Tompkins, Sales Manager; George B. Fenning, Marketing Manager

Editorial Description: The Office contains practical articles on office automation, information management, software, word processing, telecommunications, office design and layout, copying and reproduction. Primary emphasis on new methods, systems and equipment applications. Editorial purpose: To assist administrative, management information systems, information management, word processing and data processing executives to develop more efficient and cost-saving business systems.
Member: BPA
Primary SRDS Classification No. 103A

ELECTRONICS

Continued from page 324

Industrial Equip. News (cont.)

in both manufacturing and plant operations. It also describes new catalogs and technical literature.
Member: BPA
Primary SRDS Classification No. 83B

Plant Engineering

Technical Publishing Company
1301 South Grove Avenue, P.O. Box 1030
Barrington, IL 60010
(312) 381-1840
Year founded: 1947
Published: Biweekly

Publisher: Ciro A. Buttacavoli

Editorial Description: Plant Engineering is edited for those responsible for designing, building, installing, operating and maintaining the systems, equipment and services of the industrial plant. Problem-solution articles cover electrical systems, heating, ventilation, air conditioning, pumps, compressors, piping, valves, mechanical and fluid power transmission, materials handling, maintenance, construction, pollution control, safety, fire protection, employee facilities, lighting, instrumentation and controls, protective coatings, lubrication, fuels, tools and fastening, insulation, energy management, telecommunications, plant engineering management and organization, and computer and robotic systems.

Member: BPA, ABC

Primary SRDS Classification No. 113B

Research & Development

Technical Publishing Company
1301 South Grove Avenue
Barrington, IL 60010
(312) 381-1840
Year founded: 1959
Published: Monthly

Publisher: Tim Kelly

Editorial Description: Research & Development is an interdisciplinary publication edited for scientists, engineers and administrators engaged in applied research and development. Its news stories and articles report on timely, significant and useful laboratory advances, instruments and techniques.

Member: BPA
Primary SRDS Classification No. 132A

FINANCE & INVESTING

Continued from page 326

Institutional Investor

Institutional Investor, Inc.
488 Madison Avenue
New York, NY 10022
(212) 303-3300
Year founded: 1967
Published: Monthly

Publisher: Gilbert E. Kaplan
Advertising Director: Arnold Obler, Associate Publisher
Other key contacts: Jay Berfas, United States Advertising Director

Editorial Description: Institutional Investor publishes news about, and examines, trends in investments and finance, including selection of money managers by pension funds; how money is invested professionally; investment research; the relationship between corporations and institutions that own their securities; matters affecting stock exchanges; corporate finance; and news about investment banking.

Member: BPA
Primary SRDS Classification No. 46

Pensions & Investment Age

Crain Communications Inc.
220 East 42nd Street
New York, NY 10017
(212) 210-0114
Year founded: 1973
Published: Biweekly

Publisher: William T. Bisson, Jr.
Publishing Director: Stephen D. Gilkenson, Vice President

Editorial Description: Pensions & Investment Age is edited primarily for corporate financial officers and investment professionals who administer and invest corporate investment assets, including pension and profit-sharing assets, or the assets of other institutions, both taxable and tax-exempt. The publication provides news and information concerning the investment performance of such assets, new investment vehicles, e.g. real estate, legislative and regulatory developments, and investment trends. And, it offers a variety of staff-written columns and outside-authored articles by investment professionals.
Member: BPA
Primary SRDS Classification No. 46

Metals

Market Highlights

CIRCULATION:

ENTRANCE OF NEW TITLE OFFSETS EXIT OF ESTABLISHED BOOK

The exit of a major publication (*AMM*) from this three-book market does not hurt its total all-controlled circulation. Newcomer *Tooling & Production* steps in with a number two circulation of 72,548, boosting the Metals total over 16% compared with 1983. *Iron Age*, with an average circ of 118,581, nearly half of the market's circulation, records the biggest circulation lift, 4.2%.

AD PAGES:

MARKET STEMS 1983'S SOFTNESS

The three-book market stems 1983's across the board losses. Particularly noteworthy is the turnaround at *American Machinist*. In the basement last year, *AM* reverses an '83 -30.1% loss and ups pages 8.5% in 1984. Although still down in pages, *Iron Age* cuts its losses by nearly half for 1984.

REVENUE:

DOLLARS EDGE AHEAD

Total dollars in this market edge ahead of last year. That's a particularly important edge considering the market averaged -20% ad revenue losses in '83. Putting its ad-page house in order sets *American Machinist* on a positive revenue course—up 16.6% in '84 versus down 13% in '83. *Iron Age*'s revenue slips slightly in '84, but only -5.1%, and *IA* remains number one in total revenue.

METALS

Ad Pages

1 Tooling & Production	1,601
2 American Machinist	1,410
3 Iron Age	1,064
Total	**4,075**

% Chg. Ad Pages

1984 vs. 1983

	%
1 American Machinist	8.5
2 Tooling & Production	ne
3 Iron Age	−16.5

Net Chg. Ad Pages

1984 vs. 1983

1 American Machinist	111
2 Tooling & Production	ne
3 Iron Age	−211
Total	**−100**

Avg. Ad Pages/Copy

1 Tooling & Production	133
2 American Machinist	118
3 Iron Age	44

Ad Revenue

	$000
1 Iron Age	5,600
2 American Machinist	5,533
3 Tooling & Production	4,863
Total	**15,996**

% Chg. Ad Revenue

1984 vs. 1983

	%
1 American Machinist	16.6
2 Tooling & Production	ne
3 Iron Age	−5.1

Net Chg. Ad Revenue

1984 vs. 1983

	$000
1 American Machinist	789
2 Tooling & Production	ne
3 Iron Age	−300
Total	**489**

Avg. Edit. Pgs./Copy

1 Tooling & Production	74
2 American Machinist	88
3 Iron Age	ne

Average Circulation

1 Iron Age	118,581
2 Tooling & Production	72,548
3 American Machinist	62,486
Total	**253,615**

% Chg. Avg. Circ.

1984 vs. 1983

	%
1 Iron Age	4.2
2 American Machinist	0.0
3 Tooling & Production	ne

Net Chg. Avg. Circ.

1984 vs. 1983

1 Iron Age	4,759
2 American Machinist	29
3 Tooling & Production	ne
Total	**4,788**

Avg. Total Pgs./Copy

ad pages + edit. pages

1 Tooling & Production	207
2 American Machinist	205
3 Iron Age	ne

Total Revenue

ad rev. + circ. rev.

	$000
1 Iron Age	5,600
2 American Machinist	5,533
3 Tooling & Production	4,863
Total	**15,996**

% Chg. Total Revenue

1984 vs. 1983

	%
1 American Machinist	16.6
2 Tooling & Production	ne
3 Iron Age	−9.0

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

American Machinist

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-3326
Year founded: 1877
Published: Monthly

Publisher: Richard H. Larson
Advertising Director: Robert A. Nelson, Director of Marketing Services
Other key contacts: James G. Methven, Controller

Editorial Description: American Machinist is edited for company management, manufacturing/production managers and engineers in the metalworking industries. Metalworking Trends section features coverage of significant developments to watch in the technology of metalworking manufacturing including: machine tools, cutting, forming, computers and control, materials, robotics, quality assurance, welding, assembly, cleaning & finishing, plant operations, and manufacturing systems; and in international news plus the economic outlook, labor relations and government regulations. Feature articles and Special Reports deal with manufacturing methods and practices in the metalworking marketplace.

Member: BPA

Primary SRDS Classification No. 88

Iron Age

Manufacturing Management

Chilton Company
Chilton Way
Radnor, PA 19089
(215) 964-4332
Year founded: 1855
Published: Semimonthly

Publisher: Robert O. Sward

Editorial Description: Iron Age serves a broad base of manufacturing industries. This market includes industries which can be broadly classified as producers and manufacturers of electrical and non-electrical machinery, transportation, equipment, instruments and controls, computers, material handling, primary metals, fabricated metal products and miscellaneous metal products. It is written for manufacturing managers in the administration, production, engineering and purchasing functions. Editorial coverage includes news of manufacturing, engineering and technology and production developments, and market and price information.

Member: BPA, ABP

Primary SRDS Classification No. 88

Tooling & Production

The Magazine of Metalworking Manufacturing

Huebner Publications, Inc.
6521 Davis Industrial Parkway
Solon, OH 44139
(216) 248-1125
Year founded: 1934
Published: Monthly

Publisher: Thomas J. Corcoran
Advertising Director: Elbridge Brooks
Other key contacts: Joseph M. Difranco, Associate Publisher

Editorial Description: Tooling & Production is directed toward the interests of manufacturing engineers and managers in metalworking manufacturing industries. Editorial content provides a source of information on how to make metal parts and products better, faster, and at a lower cost. Specific articles cover tooling and production methods and manufacturing systems germane to machining, pressworking, and related processes of removing, forming and treating materials, as well as inspecting finished parts and assembling products. Management-related issues, with respect to operating a manufacturing enterprise, are also covered. A special feature section covers all aspects of computer-aided manufacturing technology.
Member: BPA, ABP, ASMMA, B/PAA
Primary SRDS Classification No. 88

Nursing
Market Highlights

CIRCULATION:

CIRCULATION DIPS; REMAINS OVER ONE MILLION

Despite across the board losses, this all-sub category's overall circ still tops one million (1,154,363). *American Journal of Nursing* comes closest to matching '83's circ, with a virtually flat performance, -0.3%. *AJN*'s sister books, however, incur heavier losses in '84.

AD PAGES:

TWO BOOKS CUT '83 LOSSES, BUT MARKET IS DOWN

Total pages dip 9.8%, from 2,184 in '83 to 1,969 in '84. Incurring the smallest loss (-3.8%), *American Journal of Nursing* manages to stem its '83 drain of -19%. And *Nursing84* (-5.4%) cuts its '83 losses in half.

REVENUE:

DOLLAR PERFORMANCE IN FAIR CONDITION

Overall dollar performance for this market looks much like 1983, flat to negative, with one exception. *American Journal of Nursing* bandages its scrape with negative growth and goes from -19% in '83 ad revenues to plus 1.9% in '84. *Nursing84* records the only growth in sub dollars, up 2.5%.

NURSING

Ad Pages

1 Nursing '84	771
2 Amer. Journal of Nursing	689
3 RN	509
Total	**1,969**

% Chg. Ad Pages

1984 vs. 1983	%
1 Amer. Journal of Nursing	−3.8
2 Nursing '84	−5.4
3 RN	−22.1

Net Chg. Ad Pages

1984 vs. 1983	
1 Amer. Journal of Nursing	−27
2 Nursing '84	−44
3 RN	−144
Total	**−215**

Avg. Ad Pages/Copy

1 Nursing '84	64
2 Amer. Journal of Nursing	57
3 RN	42

Ad Revenue

	$000
1 Nursing '84	6,632
2 Amer. Journal of Nursing	3,297
3 RN	3,024
Total	**12,953**

% Chg. Ad Revenue

1984 vs. 1983	%
1 Amer. Journal of Nursing	1.9
2 Nursing '84	−2.4
3 RN	−23.4

Net Chg. Ad Revenue

1984 vs. 1983	$000
1 Amer. Journal of Nursing	62
2 Nursing '84	−160
3 RN	−922
Total	**−1,020**

Avg. Edit. Pgs./Copy

1 Amer. Journal of Nursing	79
2 Nursing '84	70
3 RN	67

Average Circulation

1 Nursing '84	511,140
2 RN	327,593
3 Amer. Journal of Nursing	315,630
Total	**1,154,363**

% Chg. Avg. Circ.

1984 vs. 1983	%
1 Amer. Journal of Nursing	−0.3
2 Nursing '84	−3.5
3 RN	−10.5

Net Chg. Avg. Circ.

1984 vs. 1983	
1 Amer. Journal of Nursing	−923
2 Nursing '84	−18,493
3 RN	−38,431
Total	**−57,847**

Avg. Total Pgs./Copy

ad pages + edit. pages	
1 Amer. Journal of Nursing	136
2 Nursing '84	134
3 RN	110

Total Revenue

ad rev. + circ. rev.	$000
1 Nursing '84	14,259
2 RN	8,144
3 Amer. Journal of Nursing	7,716
Total	**30,119**

% Chg. Total Revenue

1984 vs. 1983	%
1 Amer. Journal of Nursing	0.6
2 Nursing '84	0.2
3 RN	−10.5

Subscription Revenue

	$000
1 Nursing '84	7,627
2 RN	5,120
3 Amer. Journal of Nursing	4,419
Total	**17,166**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Nursing '84	2.5
2 Amer. Journal of Nursing	−0.3
3 RN	−0.7

Avg. Subscrip. Circ.

1 Nursing '84	511,140
2 RN	327,593
3 Amer. Journal of Nursing	315,630
Total	**1,154,363**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 Amer. Journal of Nursing	−0.3
2 Nursing '84	−3.5
3 RN	−10.5

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 Amer. Journal of Nursing	−923
2 Nursing '84	−18,493
3 RN	−38,431
Total	**−57,847**

MAGAZINE PROFILES

American Journal of Nursing

American Journal of Nursing Co.
555 West 57th Street
New York, NY 10019
(212) 582-8820
Year founded: 1900
Published: Monthly

Publisher: Thelma M. Schorr
Advertising Director: John Harrison
Other key contacts: Gretchen Gerds, Editorial Director

Editorial Description: American Journal of Nursing, the professional magazine written by nurses for nurses, combines authoritative articles on clinical practice, issues, and trends with fast-paced, broad news coverage, both clinical and general. Major articles, written by practicing experts and peer reviewed, present the why's behind the how-to's. Content is directed to busy professional practitioners in all settings—acute and chronic hospitals, home care/community health, long-term and rehabilitation facilities, nursing homes, schools, offices, industry. Continuing education credit is available through special features in four issues each year.

Member: ABC

Primary SRDS Classification No. 102

Nursing84

Springhouse Corporation
1111 Bethlehem Pike
Springhouse, PA 19477
(215) 646-8700
Year founded: 1971
Published: Monthly

Publisher: Warren R. Erhardt, Vice President
Advertising Director: John E. Kelly, Vice President
Other key contacts: Joseph L. Lyons, National Sales Manager

Editorial Description: Nursing84 is a skill enrichment journal for practicing nurses. The how-to articles deal with clinical nursing (i.e., patient care and closely related matters). Articles written on assignment by nurses and health professionals chosen for expert knowledge. Manuscripts are previewed and pretested for accuracy and usability by members of the 44 member Editorial and Advisory Boards. Articles are heavily edited for conciseness and readability; profusely illustrated to make technical content palatable. Regular Departments include: Nursing Grand Rounds, Product News for Nurses, Human Problems in Nursing, Drug Update and Consultation.

Member: BPA

Primary SRDS Classification No. 102

RN

Medical Economics Company, Inc.
680 Kinderkamack Road
Oradell, NJ 07649
(201) 262-3030
Year founded: 1937
Published: Monthly

Publisher: Robert K. Hopkins Jr.
Advertising Director: Alan R. Collander
Other key contacts: George F. Reber, Recruitment & Retention Manager

Editorial Description: RN contains articles for registered nurses in various specialties, particularly those technologically oriented career nurses who work in hospitals or in hospital-affiliated facilities. Each issue includes drug updates, news items, and feature articles on nursing procedures, clinical techniques, and a wide range of professional, legal, and career problems. Subject matter is three-quarters clinical, one-quarter professional, with emphasis on current events and latest developments. Special editorial features: RN Continuing Education Curriculum, Letters, Professional Update, Legally Speaking, Advice of Counsel, Sound Off!, Taking Charge, Patient's Advocate, Nutritionist on Call, New Products, Consult Stat, What's New in Drugs, and Clinical Highlights.

Member: BPA

Primary SRDS Classification No. 102

Figures are FOLIO estimates for the calendar year 1984.

Retail Management

Market Highlights

CIRCULATION:

FOUR-BOOK EXIT REDUCES TOTAL CIRC

Four books exit and only one book joins, reducing market's total circulation. However, new entry *Computer Retail News* keeps that slice thin with its circulation of 38,906. *National Home Center News* tops overall circ gains, up 5%, and biggest circ book, *Drug Topics* took second in growth, up 2%. *NHCN* also took a distant first among the seven titles with sub circ growth, boosting subscriptions 38.9%. Tops in subscriptions is *Supermarket News*, whose 54,225 average circ is entirely sub circ.

AD PAGES:

MARKET MANAGES WHOLESALE AD INCREASE

Market magazines average a 4.3% increase in ad pages. Negative performances by three books eat into the otherwise healthy market gain. *HFD* still ranks as the biggest in total ad pages (3,501), but *Computer Retail News* (3,475) is gaining. Biggest gains go to two books in the 1,000-plus page category, number one *National Home Center News*, up 27%, and number two *Building Supply & Home Centers*, up 18.4%

REVENUE:

FIVE BOOKS NET DOUBLE-DIGIT GAINS

Five books net double-digit revenue gains. *National Home Center News* steals the show in '84, topping all revenue measurements: first in ad revenue gains and increases in total revenue (up 42.3%), and number one in sub revenue growth, up 38.7%. *Building Supply and Home Centers* and *Gifts & Decorating Accessories* repeat their '83 double-digit performances and come in numbers two and three in ad/total revenue increases vs. '83.

RETAIL MANAGEMENT

Ad Pages

1	HFD	3,501
2	Computer Retail News	3,475
3	Gifts & Decor. Access.	2,531
4	Bldg. Supply & Home Ctrs.	1,713
5	DIY Retailing	1,470
6	Supermarket News	1,375
7	Natl. Home Center News	1,280
8	Progressive Grocer	1,092
9	Discount Store News	1,056
10	Drug Topics	1,015
11	Consumer Electr. Monthly	940
	Total	**19,448**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Natl. Home Center News	27.0
2	Bldg. Supply & Home Ctrs	18.4
3	Gifts & Decor. Access.	9.6
4	Drug Topics	4.5
5	Supermarket News	3.7
6	HFD	2.2
7	Discount Store News	0.5
8	Computer Retail News	ne
9	DIY Retailing	−3.9
10	Progressive Grocer	−6.8
11	Consumer Electr. Monthly	−12.7

Net Chg. Ad Pages

1984 vs. 1983

1	Natl. Home Center News	272
2	Bldg. Supply & Home Ctrs.	266
3	Gifts & Decor. Access.	221
4	HFD	76
5	Supermarket News	49
6	Drug Topics	44
7	Discount Store News	5
8	Computer Retail News	ne
9	DIY Retailing	−60
10	Progressive Grocer	−79
11	Consumer Electr. Monthly	−137
	Total	**657**

Avg. Ad Pages/Copy

1	Gifts & Decor. Access.	211
2	Bldg. Supply & Home Ctrs.	143
3	DIY Retailing	123
4	Consumer Electr. Monthly	78
5	Computer Retail News	77
6	Progressive Grocer	68
7	HFD	66
8	Natl. Home Center News	51
9	Discount Store News	44
10	Drug Topics	44
11	Supermarket News	26

Ad Revenue

		$000
1	HFD	13,823
2	Computer Retail News	11,700
3	Supermarket News	9,937
4	Progressive Grocer	7,333
5	Bldg. Supply & Home Ctrs.	6,826
6	Discount Store News	6,460
7	Gifts & Decor. Access.	6,409
8	Natl. Home Center News	6,221
9	DIY Retailing	5,182
10	Consumer Electr. Monthly	5,063
11	Drug Topics	4,897
	Total	**83,851**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Natl. Home Center News	42.3
2	Bldg. Supply & Home Ctrs.	25.4
3	Gifts & Decor. Access.	20.6
4	HFD	17.0
5	Drug Topics	12.9
6	Supermarket News	7.7
7	DIY Retailing	6.9
8	Discount Store News	4.7
9	Computer Retail News	ne
10	Progressive Grocer	−1.2
11	Consumer Electr. Monthly	−5.4

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	HFD	2,012
2	Natl. Home Center News	1,849
3	Bldg. Supply & Home Ctrs.	1,383
4	Gifts & Decor. Access.	1,093
5	Supermarket News	707
6	Drug Topics	558
7	DIY Retailing	334
8	Discount Store News	290
9	Computer Retail News	ne
10	Progressive Grocer	−87
11	Consumer Electr. Monthly	−287
	Total	**7,852**

Avg. Edit. Pgs./Copy

1	Gifts & Decor. Access.	130
2	Bldg. Supply & Home Ctrs.	104
3	DIY Retailing	103
4	Consumer Electr. Monthly	75
5	HFD	66
6	Progressive Grocer	50
7	Drug Topics	43
8	Computer Retail News	32
9	Natl. Home Center News	28
10	Discount Store News	26
11	Supermarket News	22

▶

n/a = not applicable
ne = not estimated

THE MAGNET
The new CBS Magazine Network

REACHING MORE THAN 20 MILLION PASSIONATE CONSUMERS.

☐ ROAD & TRACK ☐ AMERICAN PHOTOGRAPHER ☐ SKIING
☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Figures are Folio estimates for the calendar year 1984.

RETAIL MANAGEMENT

Continued

Average Circulation

1	Drug Topics	80,240
2	Progressive Grocer	76,290
3	DIY Retailing	66,133
4	Consumer Electr. Monthly	60,263
5	Supermarket News	54,225
6	Computer Retail News	38,906
7	Bldg. Supply & Home Ctrs.	36,279
8	Natl. Home Center News	32,781
9	Gifts & Decor. Access.	32,641
10	HFD	31,705
11	Discount Store News	24,281
	Total	**533,744**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	Natl. Home Center News	5.0
2	Drug Topics	2.0
3	Bldg. Supply & Home Ctrs.	0.5
4	Progressive Grocer	0.2
5	Computer Retail News	ne
6	Consumer Electr. Monthly	−0.1
7	Discount Store News	−0.5
8	DIY Retailing	−0.9
9	Supermarket News	−1.1
10	HFD	−1.2
11	Gifts & Decor. Access.	−2.6

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Drug Topics	1,570
2	Natl. Home Center News	1,550
3	Bldg. Supply & Home Ctrs.	192
4	Progressive Grocer	146
5	Computer Retail News	ne
6	Consumer Electr. Monthly	−78
7	Discount Store News	−122
8	HFD	−381
9	DIY Retailing	−592
10	Supermarket News	−615
11	Gifts & Decor. Access.	−871
	Total	**799**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Gifts & Decor. Access.	341
2	Bldg. Supply & Home Ctrs.	247
3	DIY Retailing	225
4	Consumer Electr. Monthly	154
5	HFD	132
6	Progressive Grocer	118
7	Computer Retail News	110
8	Drug Topics	87
9	Natl. Home Center News	80
10	Discount Store News	70
11	Supermarket News	48

Total Revenue

	ad rev. + circ. rev.	$000
1	HFD	14,523
2	Computer Retail News	11,700
3	Supermarket News	10,578
4	Progressive Grocer	7,333
5	Gifts & Decor. Access.	7,181
6	Bldg. Supply & Home Ctrs.	6,826
7	Discount Store News	6,669
8	Natl. Home Center News	6,279
9	DIY Retailing	5,307
10	Consumer Electr. Monthly	5,063
11	Drug Topics	4,918
	Total	**86,377**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Natl. Home Center News	42.3
2	Bldg. Supply & Home Ctrs.	25.4
3	Gifts & Decor. Access.	17.5
4	HFD	16.2
5	Drug Topics	12.9
6	Supermarket News	7.1
7	DIY Retailing	6.7
8	Discount Store News	4.9
9	Computer Retail News	ne
10	Progressive Grocer	−1.2
11	Consumer Electr. Monthly	−5.4

Subscription Revenue

		$000
1	Gifts & Decor. Access.	772
2	HFD	700
3	Supermarket News	641
4	Discount Store News	209
5	DIY Retailing	125
6	Natl. Home Center News	58
7	Drug Topics	21
8	Bldg. Supply & Home Ctrs.	0
9	Computer Retail News	0
10	Consumer Electr. Monthly	0
11	Progressive Grocer	0
	Total	**2,526**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Natl. Home Center News	38.7
2	Drug Topics	13.0
3	Discount Store News	11.6
4	HFD	1.7
5	Bldg. Supply & Home Ctrs.	n/a
6	Computer Retail News	n/a
7	Consumer Electr. Monthly	n/a
8	Progressive Grocer	n/a
9	DIY Retailing	−1.0
10	Supermarket News	−1.2
11	Gifts & Decor. Access.	−2.9

n/a = not applicable
ne = not estimated

Folio: 400 says it all.
For Gifts & Decorative Accessories

The only business publication serving retailers of gifts and home accessories to achieve a ranking in the FOLIO: 400 is Gifts & Decorative Accessories.

Among all retail management publications ranked in the FOLIO: 400, Gifts & Decorative Accessories is:

#1 in total average ad pages per issue
#1 in total average editorial pages per issue
#1 in subscription revenue
#3 in subscription circulation
#3 in gains in ad pages in 1984
#3 in gains in total revenue in 1984

Readers invest far more in Gifts & Decorative Accessories than in any other publication in the gift field because they get far more out of it.

So advertisers do too.

Gifts & Decorative Accessories

A Geyer-McAllister publication • *Publishers of specialized business publications since 1877.*

Gifts & Decorative Accessories

Figures are Folio estimates for the calendar year 1984.

RETAIL MANAGEMENT

Continued

Avg. Subscrip. Circ.

1	Supermarket News	54,225
2	DIY Retailing	33,788
3	Gifts & Decor. Access.	32,641
4	HFD	31,705
5	Discount Store News	22,391
6	Natl. Home Center News	3,066
7	Drug Topics	632
8	Bldg. Supply & Home Ctrs.	0
9	Computer Retail News	0
10	Consumer Electr. Monthly	0
11	Progressive Grocer	0
	Total	**178,448**

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	Natl. Home Center News	38.9
2	Drug Topics	1.2
3	Bldg. Supply & Home Ctrs.	n/a
4	Computer Retail News	n/a
5	Consumer Electr. Monthly	n/a
6	Progressive Grocer	n/a
7	Discount Store News	−0.2
8	Supermarket News	−1.1
9	DIY Retailing	−1.2
10	HFD	−1.2
11	Gifts & Decor. Access.	−2.6

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	Natl. Home Center News	859
2	Drug Topics	8
3	Bldg. Supply & Home Ctrs.	n/a
4	Computer Retail News	n/a
5	Consumer Electr. Monthly	n/a
6	Progressive Grocer	n/a
7	Discount Store News	−45
8	HFD	−381
9	DIY Retailing	−417
10	Supermarket News	−615
11	Gifts & Decor. Access.	−871
	Total	**−1,462**

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Building Supply & Home Centers

Cahners Publishing Company
1350 East Touhy
P.O. Box 5080
Des Plaines, IL 60018
(312) 635-8800
Year founded: 1917
Published: Monthly

Publisher: Joseph E. Modaff
Other key contacts: Kevin Gillogly, Marketing Communications Manager

Editorial Description: Building Supply & Home Centers is a merchandising magazine covering the total building supply home center market with information on current trends and proven ideas in the areas of modern marketing, merchandising, sales promotion, advertising, sales training methods, capital equipment and profitable management. Special features include Profile of 500 Giant Retailers, Annual Buyers Guide, Merchandising Awards competition, Retailer of the Year Awards, Idea Retailing, How To Sell More Series.

Member: ABC, BPA
Primary SRDS Classification No. 19

Computer Retail News

CMP Publications, Inc.
600 Community Drive
Manhasset, NY 11030
(516) 365-4600
Year founded: 1982
Published: Weekly

Publisher: Kenneth D. Cron

Editorial Description: Computer Retail News is edited for store owners/managers, vendors, independent resellers/systems houses, dealers, distributors, and mass-merchandisers in the computer retail marketplace. The publication covers merchandising techniques, financing tips, advertising programs, sales techniques, personnel, products, store layout and design, marketing strategies, site selection, competition, trade shows, and new trends.

Member: BPA
Primary SRDS Classification No.: 5A

Consumer Electronics Monthly

CES Publishing Corporation
345 Park Avenue, South
New York, NY 10010
(212) 686-7744
Year founded: 1973
Published: Monthly

Publisher: Michael J. Romano
Advertising Director: Marcia Grand, Associate Publisher

Other key contacts: Jerry Hall, West Coast Advertising Manager

Editorial Description: Consumer Electronics Monthly is edited for independent retailers, mass merchandisers, discount chains, hi-fi, video and computer specialty shops, radio/TV/appliance stores and department stores in the consumer electronics industry who merchandise television, electronic games (hardware and software), audio components, stereo compacts and consoles, radios, tape equipment, telephones, computers (hardware and software), blank tape and prerecorded programming, video hardware, and software, satellite receivers, microwave ovens, electronic typewriters, musical keyboards, accessories, calculators and watches and security systems. The publication is sectionalized as indicated above. Articles are merchandising oriented. New products are covered separately in each section. Statistics are provided regularly. Special features include: Our Man in Japan, Probe, Computer Electronics, Gazette, Bits & Pieces, People, Mystery Shopper.

Member: BPA

Primary SRDS Classification No. 122

Discount Store News

Lebhar-Friedman, Inc.
425 Park Avenue
New York, NY 10022
(212) 371-9400
Year founded: 1961
Published: Semimonthly

Publisher: Fred J. Filer
Advertising Director: John Failla

Other key contacts: Randy Easton, Midwest Sales Manager

Editorial Description: Discount Store News is a national newspaper published for personnel with responsibilities in full-line discount department stores, catalog showrooms and specialty discount chains. News coverage includes companies, people and trends affecting discount operations, specialty discounters and catalog showrooms. Additional editorial emphasis is placed on marketing developments, productivity reports on major merchandise departments, and in-depth industry analyses.

Member: ABC
Primary SRDS Classification No. 35B

DIY Retailing

(formerly Hardware Retailing)

National Retail Hardware Association
770 North High School Road
Indianapolis, IN 46224
(317) 248-1261
Year founded: 1901
Published: Monthly

Publisher: Richard H. Lambert
Other key contacts: Robert C. Vereen, Senior Vice President; John Hammond, Editor

Editorial Description: DIY Retailing is edited as a source of marketing, merchandising and management information. The magazine provides interpretative analysis of local and national marketing trends, conducts original editorial research of product sales, distribution trends, operating data and state and federal legislation affecting the hardware/home center/DIY lumber industry. Regular monthly issues highlight seasonal merchandising opportunities. Special features include Newsmakers, New Market Items, Merchandising Focus, Manufacturer News, Wholesaler News and Washington Outlook.

Member: ABC
Primary SRDS Classification No. 62

Drug Topics

The Newsmagazine for Today's Pharmacies

Medical Economics Company, Inc.
680 Kinderkamack Road
Oradell, NJ 07649
(201) 262-3030
Year founded: 1857
Published: Semimonthly

Publisher: William J. Reynolds
Advertising Director: Kenneth L. Hertzel

Editorial Description: Drug Topics contains news, regular departments, opinion, and feature-length articles on subjects which concern the business of drugstore retailing and the profession of pharmacy. This includes coverage on health-care trends, drugs, new products suitable for drugstores, merchandising techniques, product category analyses, and legislation affecting drugstore operations.

Member: BPA, ABP
Primary SRDS Classification No. 36 ▶

RETAIL MANAGEMENT
Continued

Magazine Profiles

Progressive Grocer

Maclean Hunter Media, Inc.
1351 Washington Boulevard
Stamford, CT 06902
(203) 325-3500
Year founded: 1922
Published: Monthly and special issues

Publisher: Edgar Walzer
Other key contacts: Richard K. Hofler, Executive Vice President, Publications

Editorial Description: Progressive Grocer contains original research and analysis of industry data; special product category reports; tracking of trade and consumer trends; human-interest features; retailer and wholesaler case histories; and review and commentary on developments—in products commerce and the government—as they affect the supermarket trade.

Member: BPA
Primary SRDS Classification No. 61

Supermarket News

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4343
Year founded: 1953
Published: Weekly

Publisher: Gene Marks
Advertising Director: Gene Marks
Other key contacts: Floyd Allred, Eastern Advertising Manager; William Zehr, Midwestern Advertising Manager; John Hedges, Western Advertising Manager

Editorial Description: Supermarket News reports news that affects the supermarket industry. It is edited for chain, voluntary and cooperative supermarket executives, middle management, supermarket managers and owners. Weekly sections are: general news, financial news (including stock listings), promotion news, general merchandise/health and beauty aids, perishables, operations and news for store managers.

Member: ABC
Primary SRDS Classification No. 61

Gifts & Decorative Accessories

Geyer-McAllister Publications, Inc.
51 Madison Avenue
New York, NY 10010
(212) 689-4411
Year founded: 1917
Published: Monthly

Publisher: Robert Chiara
Other key contacts: Lawrence Rotondi, National Sales Manager; Lawrence Rivkin, Midwest Sales Manager

Editorial Description: Gifts & Decorative Accessories is edited for buyers in stores featuring gifts, china & glass, lamps & home accessories, greeting cards & social stationery, etc. Regular features include How to Sell Articles, Know your Merchandise, Letter from Europe, Newsfront, Newsfront International, Business Outlook, and Merchandise Highlights, pictorially presented.

Member: ABC
Primary SRDS Classification No. 57

HFD
The Weekly Home Furnishings Newspaper

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4000
Year founded: 1931
Published: Weekly

Publisher: David S. Branch
Other key contacts: Market Managers—Milton Astroff, Furniture; Robert Freeman, Electronics; Andrew Lucchesi, Housewares, Media, Licensing; Eric Schneider, Home Textiles; Mark Hertenstein, Major Appliances, Tabletop, Financial

Editorial Description: HFD covers the various segments of the home products industry. It is edited for executives of the larger volume related businesses. Editorial material covers furniture, bedding, decorative accessories, lamps, home electronics (television, audio, calculators, hi-fi), licensing major appliances, housewares, electric housewares, floor coverings, upholstery fabrics, curtains and draperies, domestics, bath shop, hardware/home improvement, tabletop and giftwares.

Member: ABC
Primary SRDS Classification No. 54

National Home Center News

Lebhar-Friedman, Inc.
425 Park Avenue
New York, NY 10022
(212) 371-9400
Year founded: 1975
Published: Biweekly

Publisher: Edward Nessel
Advertising Director: Milton Berwin

Editorial Description: National Home Center News is edited for those responsible for planning, merchandising, and operating chain and independent home centers, and home improvement departments in discount and general merchandise stores. Editorial is also directed to the wholesalers servicing these retail and contractor oriented outlets. Emphasis is placed on in-depth news reporting to executives responsible for the movement of goods to the ultimate consumer and contractor.

Member: ABC, BPA
Primary SRDS Classification No. 19

FOOD SERVICE
Continued from page 329

Nation's Restaurant News (cont.)

ants, schools, universities, hospitals, nursing homes and other health and welfare facilities, hotels and motor hotels with food service, government installations, clubs and other related firms.

Member: ABC
Primary SRDS Classification No. 127

Restaurant Business

Bill Communications, Inc.
633 Third Avenue
New York, NY 10017
(212) 986-4800
Year founded: 1902
Published: 18x per year

Publisher: Jeffrey P. Berlind
Advertising Director: Tom Lenberg, Vice President Sales
Other key contacts: Jess Grossberg, Vice President Marketing

Editorial Description: Restaurant Business is published for those executives of commercial food-service organizations who, regardless of title, have responsibility for any or all decisions relating to the types and uses of food, equipment, supplies and services required to operate their business profitably. Restaurant Business concentrates on ways and means of exploring growth opportunities and increasing productivity through the better use of management's basic resources: manpower, materials, machines, methods, money and markets.

Member: BPA
Primary SRDS Classification No. 127

Restaurant Hospitality

Penton/IPC, Inc.
1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1919
Published: Monthly

Publisher: Dan Ramella
Other key contacts: Jerome Neff, Vice President Publishing; Sheldon Jones, Publishing Director

Editorial Description: Restaurant Hospitality is directed to and edited for executives in the food service industry including independent and chain restaurants, hotels, motels, motor hotels, resorts, clubs, caterers, health care and hospitals, business and industry, school, military and government, etc. 95% staff written, it is editorially designed to create sales and profits for subscribers through articles covering merchandising (food, beverage and operations), equipment, management, furnishings and decor and industry trends.

Member: BPA
Primary SRDS Classification No. 127

Restaurants & Institutions

Cahners Publishing Company
Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
(312) 635-8800
Year founded: 1937
Published: Biweekly

Publisher: Frank J. Sibley
Advertising Director: Barry H. Reese
Other key contacts: Steven D. Mayer, Director of Marketing

Editorial Description: Restaurants & Institutions serves the needs and interests of a large and diverse audience consisting of chain executives, independent restaurateurs and institutional foodservice directors. All segments of the commercial and non-commercial foodservice industry are covered—from fast food to employee feeding. Editorial content includes database departments, new product coverage, emphasis on food and four-color photography throughout the magazine.

Member: ABC, BPA

Primary SRDS Classification No. 127

Figures are Folio estimates for the calendar year 1984.

Telecommunications

Market Highlights

CIRCULATION:

NEW FOLIO:400 MARKET BOASTS STELLER CIRCULATION

New to The FOLIO:400, the seven members of this market increase circulation an average of nearly 6%. Five books have combined controlled/sub circulations, but biggest circ book, *Computerworld* is all subs, and number two big circ title, *MIS Week*, is all controlled. *Data Communications* grows 21.1% in total circulation versus 1983 to lead the market. *MIS Week* has second best growth rate up 8.3%.

AD PAGES:

ALL BOOKS DIAL GAINS, AVERAGE 9% INCREASE

Market books post an average ad page increase versus 1983 of over 9%. *MIS Week* leads in gains, up 16.9%, but only just ahead of *Telephony*, number two in ad growth at plus 16% versus year ago. With only seven books in the market, a substantial number of pages are carried—22,207, placing it fifth among The FOLIO:400 Business Markets.

REVENUE:

BOOKS SWELL COFFERS AN AVERAGE OF 22%

A healthy ad picture and, for some books, strong sub revenues push the average total revenue gains up to 22%. As ad revenue closes in on $110 million, market's total revenue nears $120 million, ranking it fourth among business markets. Big story in sub dollar growth is *Data Communications*, up 25.3%. *Electronics News* (up 37.2%) squeaks ahead of *MIS Week* (up 37%) for top honors in total revenue gains.

TELECOMMUNICATIONS

Ad Pages

1	Computerworld	6,350
2	Electronic News	4,567
3	Telephony	4,181
4	Telephone Eng. & Mgmt.	2,571
5	Data Communications	2,120
6	MIS Week	1,529
7	Communications News	889
	Total	22,207

% Chg. Ad Pages

1984 vs. 1983

		%
1	MIS Week	16.9
2	Telephony	16.0
3	Telephone Eng. & Mgmt.	15.1
4	Computerworld	5.6
5	Communications News	5.0
6	Data Communications	4.7
7	Electronic News	3.0

Net Chg. Ad Pages

1984 vs. 1983

1	Telephony	576
2	Telephone Eng. & Mgmt.	338
3	Computerworld	239
4	MIS Week	221
5	Electronic News	132
6	Data Communications	96
7	Communications News	42
	Total	1,644

Avg. Ad Pages/Copy

1	Data Communications	141
2	Computerworld	122
3	Telephone Eng. & Mgmt.	107
4	Electronic News	88
5	Telephony	79
6	Communications News	74
7	MIS Week	30

Ad Revenue

		$000
1	Computerworld	50,160
2	Electronic News	25,389
3	MIS Week	8,590
4	Telephony	7,777
5	Data Communications	7,468
6	Communications News	5,706
7	Telephone Eng. & Mgmt.	4,622
	Total	109,712

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Electronic News	40.2
2	MIS Week	37.0
3	Telephony	23.6
4	Computerworld	17.1
5	Telephone Eng. & Mgmt.	16.9
6	Data Communications	15.0
7	Communications News	12.2

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Computerworld	7,309
2	Electronic News	7,274
3	MIS Week	2,320
4	Telephony	1,486
5	Data Communications	973
6	Telephone Eng. & Mgmt.	669
7	Communications News	622
	Total	20,853

Avg. Edit. Pgs./Copy

1	Data Communications	122
2	Communications News	93
3	Telephone Eng. & Mgmt.	65
4	Computerworld	62
5	Electronic News	59
6	Telephony	42
7	MIS Week	30

Average Circulation

1	Computerworld	125,518
2	MIS Week	108,599
3	Electronic News	66,605
4	Communications News	42,294
5	Data Communications	41,046
6	Telephony	37,485
7	Telephone Eng. & Mgmt.	36,556
	Total	458,103

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Data Communications	21.1
2	MIS Week	8.3
3	Telephone Eng. & Mgmt.	5.0
4	Telephony	3.5
5	Computerworld	2.6
6	Electronic News	−0.4
7	Communications News	−1.1

Net Chg. Avg. Circ.

1984 vs. 1983

1	MIS Week	8,349
2	Data Communications	7,141
3	Computerworld	3,185
4	Telephone Eng. & Mgmt.	1,743
5	Telephony	1,285
6	Electronic News	−242
7	Communications News	−453
	Total	21,008

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Data Communications	264
2	Computerworld	184
3	Telephone Eng. & Mgmt.	172
4	Communications News	167
5	Electronic News	146
6	Telephony	121
7	MIS Week	60

▶

MAGAZINE PROFILES

Communications News

Harcourt Brace Jovanovich Publications
7500 Old Oak Blvd.
Cleveland, OH 44130
(216) 243-8100
Year founded: 1964
Published: Monthly

Publisher: Bruce Howat
Advertising Director: Dorothy Derpack
Other key contacts: William McRoy, Eastern Advertising Director; Warren Saas, Midwestern Advertising Director

Editorial Description: Communications News contains news of new developments in voice, video and data communications management, equipment and techniques. Annual editorial percentages are: news, 17%; features and case histories, 31%; technical articles, 18%; regular departments (editorials, book reviews, answers to reader questions and letters from readers), 11%; and new products and literature, 23%. Major subject areas covered are: telephone and telegraph, 17%; radio, TV and CATV, 11%; two-way radio, 16%; data communications, 31%; facsimile, 8%; microwave and satellite communications, 11%; communications technology, 6%.

Member: BPA

Primary SRDS Classification No. 142

Computerworld

CW Communications/Inc.
375 Cochituate Road
Framingham, MA 01701
(617) 879-0700
Year founded: 1967
Published: Weekly

Publisher: Donald E. Fagan
Other key contacts: Edward P. Marecki, National Sales Director

Editorial Description: Computerworld includes news about the use of information systems at medium and large professional computer-using organizations; it covers the development of new products and services in the computer field, and also includes news of developments in the computer industry. In a year, the editorial content includes: Software and Services (19%), Communications (17%), Computer Industry News (16%), Systems and Peripherals (15%), Minicomputers and Microcomputers (23%), Editorial, Commentary and Opinion (10%), and Other. Special Features include monthly Supplements and weekly In-Depth Reports on important current topics, columnists, viewpoint articles, editorials, and commentary.

Member: ABC

Primary SRDS Classification No. 5A

Data Communications

McGraw-Hill Information Systems Company—
Computers & Communications Information Group
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2695
Year founded: 1972
Published: Monthly

Publisher: George F. Werner
Other key contacts: Gary J. Beach, Sales Administration Manager

Editorial Description: Data Communications is an international magazine edited for the user and purchaser of data communications equipment. Content is dedicated to the use, planning, design and implementation of information networks, with major articles relating to efficient transmission of data including public communications services, private message switching and computer networking. Feature articles cover basic methodology as well as software, terminals, communications interface equipment, multiplexers and front-end processors, common-carrier facilities, and tariffs and regulations.

Member: ABC

Primary SRDS Classification No. 5A

Figures are FOLIO estimates for the calendar year 1984.

TELECOMMUNICATIONS

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 Computerworld	55,294
2 Electronic News	27,465
3 MIS Week	8,590
4 Telephony	8,565
5 Data Communications	8,380
6 Communications News	5,978
7 Telephone Eng. & Mgmt.	4,961
Total	**119,233**

% Chg. Total Revenue

1984 vs. 1983	%
1 Electronic News	37.2
2 MIS Week	37.0
3 Telephony	21.8
4 Data Communications	16.0
5 Telephone Eng. & Mgmt.	15.2
6 Computerworld	15.0
7 Communications News	12.3

Subscription Revenue

	$000
1 Computerworld	5,134
2 Electronic News	2,076
3 Data Communications	912
4 Telephony	788
5 Telephone Eng. & Mgmt.	340
6 Communications News	272
7 MIS Week	0
Total	**9,522**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Data Communications	25.3
2 Communications News	13.9
3 Electronic News	9.5
4 Telephony	6.4
5 MIS Week	n/a
6 Computerworld	−1.5
7 Telephone Eng. & Mgmt.	−4.0

Avg. Subscrip. Circ.

1 Computerworld	125,518
2 Electronic News	66,605
3 Data Communications	36,002
4 Telephony	28,972
5 Telephone Eng. & Mgmt.	15,447
6 Communications News	10,892
7 MIS Week	0
Total	**283,436**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 Data Communications	18.2
2 Computerworld	2.6
3 Telephony	0.7
4 MIS Week	n/a
5 Electronic News	−0.4
6 Communications News	−4.5
7 Telephone Eng. & Mgmt.	−8.3

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 Data Communications	5,533
2 Computerworld	3,185
3 Telephony	191
4 MIS Week	n/a
5 Electronic News	−242
6 Communications News	−508
7 Telephone Eng. & Mgmt.	−1,390
Total	**6,769**

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Electronic News

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4320
Year founded: 1958
Published: Weekly

Publisher: Zachary J. Dicker
Other key contacts: Thomas A. Conway, Director of Marketing/Western Sales Manager; James G. McGarry, Eastern Sales Manager; Bernard E. Ventre, New England Sales Manager

Editorial Description: Electronic News is edited for professionals in the electronics and computer industries. Every week its news columns report the technical and business events in the electronics and computer marketplaces—government, industrial, commercial, military and aerospace, consumer, etc. Editorial content covers electronic components, computers and peripheral equipment, instrumentation, communications, materials and production, electronic distribution, and financial news. Special features include: Patterns in Pricing, Contract Awards, Data Topics, Government Closeups, and Off-the-Shelf (distribution).

Member: ABC

Primary SRDS Classification No. 40

MIS Week

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-6471
Year founded: 1980
Published: Weekly

Publisher: Martin P. Rosenblum
Advertising Director: Randi J. Zemsky

Editorial Description: MIS Week provides the most timely news available on the information systems industry to corporate management, MIS management and MIS professionals involved in planning and purchasing data processing, communications and office automation hardware and software in large corporations and organizations. News topics covered on a weekly basis include information systems, communications, data processing, data communications, micro-computing, networking, software, data bases, government, personnel, and finance. Additionally MIS Week provides its readers with 24 special editorial features per year on such topics as systems and applications software, data communications, telecommunications products and systems, networking, office systems and a broad array of micro computing hardware and software.

Member: BPA

Primary SRDS Classification No. 20

Telephone Engineer & Management

Harcourt Brace Jovanovich Publications
7500 Old Oak Boulevard
Cleveland, OH 44130
(216) 243-8100
Year founded: 1909
Published: Semimonthly

Publisher: Ray H. Smith
Advertising Director: Ray H. Smith

Editorial Description: Telephone Engineer & Management is edited for those in the telecommunications industry responsible for the design, engineering, construction, sale, operation and maintenance of telephone and systems: the operation of telephone and interconnect companies and operation of privately-owned systems. Analysis of a typical year's editorial content shows the following editorial emphasis: Management, 35%; Engineering, Plant and Marketing operations, 65%.

Member: BPA

Primary SRDS Classification No. 142

Telephony

Telephony Publishing Corp.
55 East Jackson Boulevard
Chicago, IL 60604
(312) 922-2435
Year founded: 1901
Published: Weekly

Publisher: Leo Anderson
Advertising Director: Robert J. Wehofer

Editorial Description: Telephony is edited to provide telecommunications professionals with timely information that will help them do their jobs better. Feature articles range from advanced technical articles, through state-of-the-art presentations, to practical field application stories, as well as management-oriented articles covering trends in the industry and administrative techniques. An extensive news section keeps them abreast of important developments in the field.

Member: ABC

Primary SRDS Classification No. 142

Figures are FOLIO estimates for the calendar year 1984.

The Folio:400 Indexes

Magazine Index

Corporate Index

Consumer Market Index

Business Market Index

Advertiser Index

INDEXES

Can you beat that!

Parents' biggest 9 months ever!

We're on a roll! We're roaring toward eight consecutive years of unprecedented ad page growth.

With September up 26.6%, our 1985 nine month ad page volume is the biggest in Parents' history.

Why does Parents keep growing at this phenomenal rate? Simple. Parents delivers the 18–34 woman/mother market with the need, the desire and the spending power to buy more. For herself as a woman. For her family as a mother.

If you want to reach this exciting market, let your Parents give you a hand.

A unique concentration of young mothers.

Parents
Smart Games
To Play With Your Child
When Your Child Is Home Alone
Exercise During Pregnancy
ADOPTION:
• Private-Adoption Guid
• Raising Adopted Kids
• Birth-Parent Searches
Tantrum-Proofing: How to Help

MAGAZINE INDEX

ABA Journal, The Lawyers Magazine, American Bar Association
1984 Frequency: 12x
Folio:400 Rank: 303
43rd by Sub. Revenue (64)
6th by Average Circulation (68)
20th by Net Chg. Avg. Circ. (69)
7th by Average Sub. Circ. (70)
13th by Net Chg. Avg. Sub. Circ. (71)
19th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Bus. & Cons. Services (86)

Advertising Age, Crain Comm. Inc.
1984 Frequency: 104x
Folio:400 Rank: 82
7th by Total Revenue (62)
7th by Ad Revenue (63)
14th by Sub. Revenue (64)
15th by Ad Pages (65)
11th by Net. Chg. Ad Revenue (66)
21st by Net Chg. Avg. Circ. (69)
30th by Average Sub. Circ. (70)
8th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Circ. (78)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Marketing (94)

ADWEEK, A/S/M Communications
1984 Frequency: 56x
Folio:400 Rank: 139
21st by Total Revenue (62)
20th by Ad Revenue (63)
32nd by Sub. Revenue (64)
40th by Ad Pages (65)
25th by Net. Chg. Ad Revenue (66)
43rd by Net. Chg. Ad Pages (67)
47th by Net Chg. Avg. Circ. (69)
50th by Average Sub. Circ. (70)
14th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Marketing (94)

Air Conditioning, Heating & Refrigeration News, Business News Publishing Company
1984 Frequency: 52x
Folio:400 Rank: 298
50th by Sub. Revenue (64)
35th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Market: Ind. Prod. & Design Eng. (93)

Air Force Times, The Army Times Publishing Company
1984 Frequency: 53x
Folio:400 Rank: 194
34th by Ad Pages (3)
13th by Avg. Sub. Price (20)

American Artist, Billboard Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 373
9th by Net Chg. Ad Pages (5)
Fastest Growing: Ad Pages (26)

American Baby, American Baby, Inc.
1984 Frequency: 12x
Folio:400 Rank: 225
Market: Women's Lifestyles (59)
Market: Women's Service (60)

American Banker, American Banker Inc.
1984 Frequency: 252x
Folio:400 Rank: 126
16th by Total Revenue (62)
48th by Ad Revenue (63)
3rd by Sub. Revenue (64)
32nd by Ad Pages (65)
40th by Net. Chg. Ad Revenue (66)
46th by Net. Chg. Ad Pages (67)
27th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Finance & Investing (91)

American Bar Association Journal, see ABA Journal

American Family Physician, American Academy of Family Physicians
1984 Frequency: 12x
Folio:400 Rank: 281
33rd by Total Revenue (62)
35th by Net. Chg. Ad Pages (67)
43rd by Average Circulation (68)
5th by Avg. Ad Pages/Copy (72)
1st by Avg. Edit. Pages/Copy (73)
Market: Medical (95)

American Health, Fitness of Body and Mind, American Health Partners
1984 Frequency: 9x
Folio:400 Rank: 199
37th by Net Chg. Ad Pages (5)
7th by Net Chg. Avg. Circ. (9)
7th by Net Chg. Avg. Circ. (11)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Health & Fitness (42)
Market: Lifestyles (46)

American Journal of Nursing, American Journal of Nursing Co.
1984 Frequency: 12x
Folio:400 Rank: 290
11th by Sub. Revenue (64)
10th by Average Circulation (68)
8th by Average Sub. Circ. (70)
50th by Net Chg. Avg. Sub. Circ. (71)
Market: Nursing (97)

The American Legion, The American Legion
1984 Frequency: 12x
Folio:400 Rank: 252
26th by Average Circulation (8)
16th by Average Sub. Circ. (10)
34th by Total Annual Circ. (14)

American Machinist, McGraw-Hill Publications Company
1984 Frequency: 12x
Folio:400 Rank: 361
43rd by Avg. Ad Pages/Copy (72)
42nd by Avg. Edit. Pages/Copy (73)
Market: Metals (96)

American Medical News, American Medical Association
1984 Frequency: 48x
Folio:400 Rank: 206
45th by Total Revenue (62)
37th by Ad Revenue (63)
18th by Net. Chg. Ad Revenue (66)
23rd by Net. Chg. Ad Pages (67)
11th by Average Circulation (68)
14th by Average Sub. Circ. (70)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Market: Medical (95)

American Photographer, CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 253
Fastest Growing: Sub. Circ. (28)

Americana, American Magazine, Inc.
1984 Frequency: 6x
Folio:400 Rank: 364
44th by Net Chg. Avg. Circ. (11)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Home (43)
Market: Lifestyles (46)

AmericanWay, American Airlines, Inc.
1984 Frequency: 12x
Folio:400 Rank: 234
42nd by Ad Pages (Monthlies) (16)
Market: Affluence B (33)
Market: Inflight (45)

Annals of Internal Medicine, American College of Physicians
1984 Frequency: 12x
Folio:400 Rank: 264
15th by Sub. Revenue (64)
29th by Average Sub. Circ. (70)
30th by Net Chg. Avg. Sub. Circ. (71)
12th by Avg. Ad Pages/Copy (72)
2nd by Avg. Edit. Pages/Copy (73)
Market: Medical (95)

AOPA Pilot, The Aircraft Owners & Pilots Association
1984 Frequency: 12x
Folio:400 Rank: 329
20th by Sub. Revenue (64)
13th by Average Circulation (68)
28th by Net Chg. Avg. Circ. (69)
10th by Average Sub. Circ. (70)
9th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Aerospace & Aviation (82)

Architectural Digest, Knapp Communications Corporation
1984 Frequency: 12x
Folio:400 Rank: 42
45th by Ad Revenue (2)
50th by Ad Pages (3)
34th by Subscription Revenue (6)
22nd by Total Revenue (Monthlies) (15)
24th by Ad Pages (Monthlies) (16)
25th by Ad Revenue (Monthlies) (17)
32nd by Avg. Ad Pages/Copy (18)
17th by Avg. Sub. Price (20)
Market: Affluence A (32)
Market: Home (43)

Architectural Record, McGraw-Hill Information Systems Company
1984 Frequency: 14x
Folio:400 Rank: 193
40th by Total Revenue (62)
44th by Ad Revenue (63)
34th by Ad Pages (65)
31st by Net. Chg. Ad Revenue (66)
28th by Net. Chg. Ad Pages (67)
32nd by Average Sub. Circ. (70)
46th by Net Chg. Avg. Sub. Circ. (71)
32nd by Avg. Ad Pages/Copy (72)
30th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Sub. Revenue (76)
Market: Architecture & Building (84)

ARCHITECTURE, Hanley-Wood, Inc.
1984 Frequency: 12x
Folio:400 Rank: 379
45th by Average Sub. Circ. (70)
44th by Avg. Edit. Pages/Copy (73)
Business Newcomers (80)
Market: Architecture & Building (84)

Arizona Highways, State of Arizona, Department of Transportation
1984 Frequency: 12x
Folio:400 Rank: 344
28th by Net Chg. Avg. News. Circ. (13)
Fastest Growing: News. Circ. (29)
Market: City & Regional (38)

Army Times, The Army Times Publishing Company
1984 Frequency: 53x
Folio:400 Rank: 171
39th by Ad Pages (3)
14th by Avg. Sub. Price (20)
Fastest Growing: Avg. Circ. (27)

The Atlantic, The Atlantic Monthly Co.
1984 Frequency: 12x
Folio:400 Rank: 179
Market: General Interest (41)

Audio, CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 322
16th by Net Chg. Ad Pages (5)
48th by Net Chg. Avg. News. Circ. (13)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: Home Entertainment (44)

Audubon, The National Audubon Society
1984 Frequency: 6x
Folio:400 Rank: 293
33rd by Avg. Edit. Pages/Copy (19)
Market: Science & Nature (53)

Automotive News, Crain Comm. Inc.
1984 Frequency: 54x
Folio:400 Rank: 181
34th by Total Revenue (62)
40th by Ad Revenue (63)
26th by Sub. Revenue (64)
38th by Ad Pages (65)
40th by Average Sub. Circ. (70)
22nd by Net Chg. Avg. Sub. Circ. (71)
Market: Automotive Industry (85)

AutoWeek, Crain Communications Inc.
1984 Frequency: 52x
Folio:400 Rank: 255
48th by Avg. Sub. Price (20) ▶

Fastest Growing: News. Revenue (25)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: News. Circ. (29)
Market: Automotive (34)

Aviation Week & Space Technology, McGraw-Hill Publications Company
1984 Frequency: 52x
Folio:400 Rank: 79
4th by Total Revenue (62)
9th by Ad Revenue (63)
6th by Sub. Revenue (64)
16th by Ad Pages (65)
9th by Net. Chg. Ad Revenue (66)
14th by Net. Chg. Ad Pages (67)
36th by Average Circulation (68)
21st by Average Sub. Circ. (70)
Market: Aerospace & Aviation (82)

Bakery Production & Marketing, Gorman Publishing Company
1984 Frequency: 13x
Folio:400 Rank: 343
44th by Ad Pages (65)
9th by Avg. Ad Pages/Copy (72)
15th by Avg. Edit. Pages/Copy (73)
Market: Food Service (92)

Barron's, National Business and Financial Weekly, Dow Jones & Co.
1984 Frequency: 53x
Folio:400 Rank: 60
22nd by Ad Pages (3)
49th by Newsstand Revenue (7)
3rd by Avg. Sub. Price (20)
35th by Annual Newsstand Sales (21)
Market: Personal Finance & Mgmt (52)
Market: Finance & Investing (91)

Bassmaster Magazine, B.A.S.S. Pubs.
1984 Frequency: 8x
Folio:400 Rank: 263
Market: Outdoor (51)
Market: Sports (54)

Better Homes and Gardens, Meredith Corporation
1984 Frequency: 12x
Folio:400 Rank: 10
10th by Ad Revenue (2)
9th by Net Chg. Ad Revenue (4)
45 by Net Chg. Ad Pages (5)
7th by Subscription Revenue (6)
45 by Newsstand Revenue (7)
7th by Average Circulation (8)
5th by Average Sub. Circ. (10)
24th by Avg. Newsstand Circ. (12)
15th by Total Annual Circ. (14)
3rd by Total Revenue (Monthlies) (15)
29th by Ad Pages (Monthlies) (16)
2nd by Ad Revenue (Monthlies) (17)
37th by Avg. Ad Pages/Copy (18)
31st by Annual Newsstand Sales (21)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Circ. (29)
Market: Home (43)
Market: Women's Service (60)

Better Living, Humdinger Publications
1984 Frequency: 4x
Folio:400 Rank: 353
44th by Average Sub. Circ. (10)
Consumer Newcomers (30)
Market: General Interest (41)
Market: Lifestyles (46)

Bicycling, Rodale Press, Inc.
1984 Frequency: 9x
Folio:400 Rank: 249
27th by Net Chg Avg. News. Circ. (13)
47th by Avg. Ad Pages/Copy (18)
Fastest Growing: Ad Revenue (23)
Market: Lifestyles (46)
Market: Sports (54)

Billboard, Billboard Publications, Inc.
1984 Frequency: 51x
Folio:400 Rank: 170
30th by Total Revenue (62)
12th by Sub. Revenue (64)
31st by Net Chg. Avg. Circ. (69)
25th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Circ. (78)
Fastest Growing: Avg. Sub. Circ. (79)

Black Enterprise, Earl G. Graves Publishing Company, Inc.
1984 Frequency: 12x
Folio:400 Rank: 215
Market: Black (35)
Market: Business & Financial (37)

Blair & Ketchum's Country Journal, see Country Journal, Blair & Ketchum's

The Blood-Horse, Thoroughbred Owners and Breeders Assoc., Inc.
1984 Frequency: 52x
Folio:400 Rank: 282
1st by Ad Pages (3)
30th by Avg. Ad Pages/Copy (18)
34th by Avg. Edit. Pages/Copy (19)
1st by Avg. Sub. Price (20)
Fastest Growing: Avg. Circ. (27)
Market: Lifestyles (46)

Boating, CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 157
18th by Net Chg. Ad Pages (5)
26th by Ad Pages (Monthlies) (16)
33rd by Avg. Ad Pages/Copy (18)
Fastest Growing: Ad Pages (26)
Market: Lifestyles (46)
Market: Sports (54)

Bon Appetit, Bon Appetit Publishing Corp.
1984 Frequency: 12x
Folio:400 Rank: 59
50th by Net Chg. Ad Revenue (4)
43rd by Subscription Revenue (6)
41st by Average Sub. Circ. (10)
35th by Total Revenue (Monthlies) (15)
35th by Ad Revenue (Monthlies) (17)
Fastest Growing: Sub. Circ. (28)
Market: Affluence A (32)
Market: Culinary (40)

Boston Magazine, Metrocorp
1984 Frequency: 12x
Folio:400 Rank: 270
36th by Ad Pages (3)
25th by Net Chg. Ad Pages (5)
46th by Net Chg. Avg. News. Circ. (13)
14th by Ad Pages (Monthlies) (16)
19th by Avg. Ad Pages/Copy (18)
39th by Avg. Edit. Pages/Copy (19)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: News. Circ. (29)
Market: Affluence B (33)
Market: City & Regional (38)

Boys' Life, Boy Scouts of America, Inc.
1984 Frequency: 12x
Folio:400 Rank: 219
49th by Average Circulation (8)
29 by Average Sub. Circ. (10)
Market: Youth & Teen (61)

Bride's, The Conde Nast Pubs. Inc.
1984 Frequency: 6x
Folio:400 Rank: 83
30th by Ad Pages (3)
40th by Avg. Newsstand Circ. (12)
25th by Net Chg. Avg. News. Circ. (13)
2nd by Avg. Ad Pages/Copy (18)
4th by Avg. Edit. Pages/Copy (19)
Fastest Growing: News. Circ. (29)
Market: Bridal (36)

BUILDER, Hanley-Wood, Inc.
1984 Frequency: 12x
Folio:400 Rank: 217
49th by Total Revenue (62)
23rd by Sub. Revenue (64)
19th by Net. Chg. Ad Revenue (66)
19th by Net. Chg. Ad Pages (67)
22nd by Average Circulation (68)
34th by Net Chg. Avg. Circ. (69)
18th by Average Sub. Circ. (70)
7th by Net Chg. Avg. Sub. Circ. (71)
49th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Architecture & Building (84)

Building Design & Construction, Cahners Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 370
26th by Net Chg. Avg. Circ. (69)
Fastest Growing: Avg. Circ. (78)
Market: Architecture & Building (84)

Building Supply & Home Centers, Cahners Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 319
43rd by Net. Chg. Ad Revenue (66)
29th by Net. Chg. Ad Pages (67)
23rd by Avg. Ad Pages/Copy (72)
22nd by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Market: Retail Management (98)

Business and Commercial Aviation, Murdoch Magazines
1984 Frequency: 12x
Folio:400 Rank: 267
36th by Avg. Edit. Pages/Copy (73)
Market: Aerospace & Aviation (82)

Business Computer Systems, Cahners Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 345
40th by Avg. Edit. Pages/Copy (73)
Business Newcomers (80)
Market: Data Management (88)

Business Insurance, Crain Comm. Inc.
1984 Frequency: 52x
Folio:400 Rank: 289
44th by Sub. Revenue (64)
43rd by Net Chg. Avg. Circ. (69)
21st by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Circ. (78)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Bus. & Cons. Services (86)

BusinessWeek, McGraw-Hill Publications Company
1984 Frequency: 52x
Folio:400 Rank: 9
6th by Ad Revenue (2)
3rd by Ad Pages (3)
5th by Net Chg. Ad Revenue (4)
10th by Net Chg. Ad Pages (5)
19th by Subscription Revenue (6)
26th by Total Annual Circ. (14)
11th by Avg. Sub. Price (20)
Market: Affluence A (32)
Market: Business & Financial (37)

BYTE, The Small Systems Journal, McGraw-Hill Information Systems Co., Computer & Communications Information Group
1984 Frequency: 13x
Folio:400 Rank: 57
41st by Ad Revenue (2)
7th by Ad Pages (3)
49th by Net Chg. Ad Revenue (4)
3rd by Avg. Ad Pages/Copy (18)
2nd by Avg. Edit. Pages/Copy (19)
Fastest Growing: News. Revenue (25)
Market: Computing (39)

California Business, California News, Inc.
1984 Frequency: 12x
Folio:400 Rank: 371
Consumer Newcomers (30)
Market: Business & Financial (37)
Market: City & Regional (38)

California Magazine, California Magazine, Ltd.
1984 Frequency: 12x
Folio:400 Rank: 222
Fastest Growing: Ad Pages (26)
Market: City & Regional (38)

Car and Driver, CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 61
47th by Ad Revenue (2)
44th by Net Chg. Ad Revenue (4)
42nd by Net Chg. Avg. Circ. (9)
41st by Net Chg. Avg. Circ. (11)
36th by Total Revenue (Monthlies) (15)
27th by Ad Revenue (Monthlies) (17)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: News. Circ. (29)
Market: Automotive (34)

Car Craft, Petersen Publishing Co.
1984 Frequency: 12x
Folio:400 Rank: 189
Market: Automotive (34)

(Numbers in parentheses refer to sections)

MAGAZINE INDEX

Changing Times, The Kiplinger Washington Editors, Inc.
1984 Frequency: 12x
Folio:400 Rank: 85
39th by Subscription Revenue (6)
50th by Average Circulation (8)
32nd by Average Sub. Circ. (10)
48th by Total Revenue (Monthlies) (15)
Market: Affluence A (32)
Market: Personal Finance & Mgmt (52)

Chemical & Engineering News, American Chemical Society
1984 Frequency: 51x
Folio:400 Rank: 246
25th by Sub. Revenue (64)
42nd by Net. Chg. Ad Revenue (66)
26th by Net. Chg. Ad Pages (67)
41st by Average Circulation (68)
22nd by Average Sub. Circ. (70)
24th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Chemicals (87)

Chemical Engineering, McGraw-Hill Publications Company
1984 Frequency: 26x
Folio:400 Rank: 196
41st by Total Revenue (62)
39th by Ad Revenue (63)
35th by Sub. Revenue (64)
36th by Ad Pages (65)
32nd by Net. Chg. Ad Pages (67)
37th by Average Sub. Circ. (70)
Market: Chemicals (87)

Chemical Equipment, Gordon Publications Inc.
1984 Frequency: 12x
Folio:400 Rank: 336
Fastest Growing: Total Revenue (74)
Market: Chemicals (87)

Chemical Marketing Reporter, Schnell Publishing Company, Inc.
1984 Frequency: 53x
Folio:400 Rank: 378
49th by Ad Pages (65)
37th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Chemicals (87)

Chemical Processing, Putman Publishing Company
1984 Frequency: 14x
Folio:400 Rank: 367
Market: Chemicals (87)

Chemical Week, McGraw-Hill Publications Company
1984 Frequency: 51x
Folio:400 Rank: 250
41st by Sub. Revenue (64)
47th by Average Sub. Circ. (70)
Fastest Growing: Sub. Revenue (76)
Market: Chemicals (87)

Cheri, Drake Publishers, Inc.
1984 Frequency: 14x
Folio:400 Rank: 143
25th by Newsstand Revenue (7)
39th by Avg. Newsstand Circ. (12)
42nd by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)

Chicago, WFMT, Inc.
1984 Frequency: 12x
Folio:400 Rank: 173
41st by Ad Pages (3)
17th by Ad Pages (Monthlies) (16)
22nd by Avg. Ad Pages/Copy (18)
23rd by Avg. Edit. Pages/Copy (19)
Fastest Growing: Sub. Revenue (24)
Market: Affluence B (33)
Market: City & Regional (38)

Christianity Today, Christianity Today, Inc.
1984 Frequency: 18x
Folio:400 Rank: 365
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Fastest Growing: News. Circ. (29)

The Chronicle of Higher Education, The Chronicle of Higher Education, Inc.
1984 Frequency: 48x
Folio:400 Rank: 251
22nd by Sub. Revenue (64)
42nd by Ad Pages (65)
32nd by Net. Chg. Ad Revenue (66)
17th by Net. Chg. Ad Pages (67)
33rd by Average Sub. Circ. (70)
41st by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Market: Education (89)

Circus Magazine, Circus Enterprises Corporation
1984 Frequency: 12x
Folio:400 Rank: 203
47th by Net Chg. Ad Pages (5)
43rd by Newsstand Revenue (7)
11th by Net Chg. Avg. Circ. (9)
33rd by Avg. Newsstand Circ. (12)
2nd by Net Chg. Avg. News. Circ. (13)
41st by Annual Newsstand Sales (21)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: News. Circ. (29)
Market: Youth & Teen (61)

Club, Fiona Press, Inc.
1984 Frequency: 12x
Folio:400 Rank: 114
17th by Newsstand Revenue (7)
28th by Avg. Newsstand Circ. (12)
27th by Avg. Sub. Price (20)
37th by Annual Newsstand Sales (21)
Fastest Growing: News. Circ. (29)

Club International, Fiona Press, Inc.
1984 Frequency: 12x
Folio:400 Rank: 273
26th by Avg. Sub. Price (20)

Colonial Homes, Hearst Magazines
1984 Frequency: 6x
Folio:400 Rank: 156
14th by Net Chg. Avg. News. Circ. (13)
37th by Avg. Edit. Pages/Copy (19)
Fastest Growing: News. Revenue (25)
Fastest Growing: News. Circ. (29)
Market: Affluence A (32)
Market: Home (43)

Communications News, Harcourt Brace Jovanovich Publications
1984 Frequency: 12x
Folio:400 Rank: 351
44th by Net Chg. Avg. Sub. Circ. (71)
33rd by Avg. Edit. Pages/Copy (73)
Fastest Growing: Sub. Revenue (76)
Market: Data Management (88)
Market: Telecommunications (99)

COMPUTE!, COMPUTE! Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 149
21st by Net Chg. Avg. Circ. (9)
25th by Net Chg. Avg. Circ. (11)
19th by Net Chg. Avg. News. Circ. (13)
47th by Avg. Edit. Pages/Copy (19)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Fastest Growing: News. Circ. (29)
Market: Computing (39)

COMPUTE!'s Gazette, COMPUTE! Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 212
50th by Avg. Edit. Pages/Copy (19)
49th by Avg. Sub. Price (20)
Consumer Newcomers (30)
Market: Computing (39)

Computer Decisions, Hayden Publishing Company, Inc.
1984 Frequency: 16x
Folio:400 Rank: 185
37th by Total Revenue (62)
28th by Ad Revenue (63)
50th by Ad Pages (65)
17th by Net. Chg. Ad Revenue (66)
25th by Average Circulation (68)
2nd by Net Chg. Avg. Circ. (69)
33rd by Avg. Ad Pages/Copy (72)
21st by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Avg. Circ. (78)
Market: Data Management (88)

Computer Design, PennWell Publ. Co.
1984 Frequency: 14x
Folio:400 Rank: 227
50th by Total Revenue (62)
41st by Ad Revenue (63)
39th by Ad Pages (65)
49th by Net. Chg. Ad Revenue (66)
45th by Net Chg. Avg. Circ. (69)
11th by Avg. Ad Pages/Copy (72)
18th by Avg. Edit. Pages/Copy (73)
Market: Data Management (88)

Computer Retail News, CMP Pubs., Inc.
1984 Frequency: 45x
Folio:400 Rank: 207
46th by Total Revenue (62)
35th by Ad Revenue (63)
21st by Ad Pages (65)
Business Newcomers (80)
Market: Data Management (88)

Computer Systems News, CMP Pubs Inc.
1984 Frequency: 48x
Folio:400 Rank: 165
28th by Total Revenue (62)
21st by Ad Revenue (63)
24th by Ad Pages (65)
8th by Net. Chg. Ad Revenue (66)
8th by Net. Chg. Ad Pages (67)
30th by Net Chg. Avg. Circ. (69)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Market: Data Management (88)

Computerworld, CW Communications/Inc.
1984 Frequency: 52x
Folio:400 Rank: 37
1st by Total Revenue (62)
1st by Ad Revenue (63)
8th by Sub. Revenue (64)
3rd by Ad Pages (65)
2nd by Net. Chg. Ad Revenue (66)
20th by Net. Chg. Ad Pages (67)
44th by Average Circulation (68)
33rd by Net Chg. Avg. Circ. (69)
23rd by Average Sub. Circ. (70)
12th by Net Chg. Avg. Sub. Circ. (71)
39th by Avg. Ad Pages/Copy (72)
Market: Data Management (88)
Market: Telecommunications (99)

Connoisseur, Hearst Magazines
1984 Frequency: 12x
Folio:400 Rank: 268
Consumer Newcomers (30)
Market: Affluence B (33)
Market: General Interest (41)

Consultant, Cliggott Publishing Co.
1984 Frequency: 12x
Folio:400 Rank: 335
49th by Average Circulation (68)
18th by Avg. Ad Pages/Copy (72)
14th by Avg. Edit. Pages/Copy (73)
Market: Medical (95)

Consumer Electronics, see Consumer Electronics Monthly

Consumer Electronics Monthly, (formerly Consumer Electronics), CES Publishing Corporation
1984 Frequency: 12x
Folio:400 Rank: 384
Market: Retail Management (98)

Consumer Reports, Consumers Union
1984 Frequency: 12x
Folio:400 Rank: 46
13th by Subscription Revenue (6)
20th by Average Circulation (8)
4th by Net Chg. Avg. Circ. (9)
12th by Average Sub. Circ. (10)
6th by Net Chg. Avg. Circ. (11)
9th by Net Chg. Avg. News. Circ. (13)
29th by Total Annual Circ. (14) ▶

(Numbers in parentheses refer to sections)

25th by Total Revenue (Monthlies) (15)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Fastest Growing: News. Circ. (29)
Market: Personal Finance & Mgmt (52)

Consumers Digest, Consumers Digest, Inc.
1984 Frequency: 6x
Folio:400 Rank: 224
20th by Net Chg. Avg. Circ. (9)
46th by Average Sub. Circ. (10)
17th by Net Chg. Avg. Circ. (11)
38th by Net Chg. Avg. News. Circ. (13)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Personal Finance & Mgmt (52)

Control Engineering, Technical Publishing Company
1984 Frequency: 13x
Folio:400 Rank: 313
45th by Net. Chg. Ad Revenue (66)
24th by Net. Chg. Ad Pages (67)
22nd by Net Chg. Avg. Circ. (69)
29th by Avg. Ad Pages/Copy (72)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Market: Electronics (90)
Market: Ind. Prod. & Design Eng. (93)

Cosmopolitan, Hearst Magazines
1984 Frequency: 12x
Folio:400 Rank: 17
17th by Ad Revenue (2)
20th by Ad Pages (3)
13th by Net Chg. Ad Revenue (4)
9th by Newsstand Revenue (7)
23rd by Average Circulation (8)
40th by Net Chg. Avg. Circ. (11)
7th by Avg. Newsstand Circ. (12)
31st by Total Annual Circ. (14)
7th by Total Revenue (Monthlies) (15)
4th by Ad Pages (Monthlies) (16)
4th by Ad Revenue (Monthlies) (17)
8th by Avg. Ad Pages/Copy (18)
22nd by Avg. Edit. Pages/Copy (19)
10th by Annual Newsstand Sales (21)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Sub. Circ. (28)
Market: Women-in-Business (57)
Market: Women's Lifestyles (59)

Country Journal, Blair & Ketchum's, Historical Times, Inc.
1984 Frequency: 11x
Folio:400 Rank: 325
Market: Home (43)
Market: Lifestyles (46)

Country Living, Hearst Magazines
1984 Frequency: 12x
Folio:400 Rank: 65
28th by Net Chg. Ad Revenue (4)
33rd by Net Chg. Ad Pages (5)
41st by Newsstand Revenue (7)
3rd by Net Chg. Avg. Circ. (9)
5th by Net Chg. Avg. Circ. (11)
30th by Avg. Newsstand Circ. (12)
5th by Net Chg. Avg. News. Circ. (13)
39th by Total Revenue (Monthlies) (15)
49th by Ad Revenue (Monthlies) (17)
39th by Annual Newsstand Sales (21)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Fastest Growing: News. Circ. (29)
Market: Home (43)
Market: Women's Service (60)

Crafts Magazine, PJS Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 242
50th by Net Chg. Ad Pages (5)
15th by Net Chg. Avg. Circ. (9)
26th by Net Chg. Avg. Circ. (11)
11th by Net Chg. Avg. News. Circ. (13)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Fastest Growing: News. Circ. (29)
Market: Women's Service (60)

Crain's Chicago Business, Crain Communications Inc.
1984 Frequency: 52x
Folio:400 Rank: 258
48th by Ad Pages (3)
20th by Avg. Sub. Price (20)
Fastest Growing: News. Revenue (25)
Market: Business & Financial (37)
Market: City & Regional (38)

Creative Computing, Ahl Computing, Inc.
1984 Frequency: 12x
Folio:400 Rank: 163
32nd by Ad Pages (Monthlies) (16)
41st by Avg. Ad Pages/Copy (18)
21st by Avg. Edit. Pages/Copy (19)
47th by Avg. Sub. Price (20)
Fastest Growing: Sub. Revenue (24)
Market: Computing (39)

Creative Ideas for Living, Southern Progress Corporation
1984 Frequency: 12x
Folio:400 Rank: 190
46th by Avg. Edit. Pages/Copy (19)
Market: Women's Service (60)

Cruising World, Cruising World Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 311
43rd by Ad Pages (3)
18th by Ad Pages (Monthlies) (16)
23rd by Avg. Ad Pages/Copy (18)
Fastest Growing: Ad Revenue (23)
Market: Lifestyles (46)
Market: Sports (54)

Cycle, CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 202
Market: Automotive (34)

Cycle World, CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 226
Market: Automotive (34)

D, Dallas/Fort Worth, Southwest Media Corporation
1984 Frequency: 12x
Folio:400 Rank: 310
49th by Ad Pages (3)
24th by Net Chg. Ad Pages (5)
23rd by Ad Pages (Monthlies) (16)
27th by Avg. Ad Pages/Copy (18)
Fastest Growing: Ad Pages (26)
Market: Affluence B (33)
Market: City & Regional (38)

Daily News Record, Fairchild Publications
1984 Frequency: 252x
Folio:400 Rank: 134
19th by Total Revenue (62)
15th by Ad Revenue (63)
48th by Sub. Revenue (64)
20th by Ad Pages (65)
16th by Net. Chg. Ad Revenue (66)
33rd by Net. Chg. Ad Pages (67)
34th by Net Chg. Avg. Sub. Circ. (71)
Market: Apparel (83)

Data Communications, McGraw-Hill Information Systems Company, Computers & Communications Information Group
1984 Frequency: 15x
Folio:400 Rank: 271
48th by Ad Pages (65)
13th by Net Chg. Avg. Circ. (69)
6th by Net Chg. Avg. Sub. Circ. (71)
25th by Avg. Ad Pages/Copy (72)
12th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Circ. (78)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Data Management (88)
Market: Telecommunications (99)

Datamation, Technical Publishing Co.
1984 Frequency: 21x
Folio:400 Rank: 122
15th by Total Revenue (62)
13th by Ad Revenue (63)
25th by Ad Pages (65)
13th by Net. Chg. Ad Revenue (66)
15th by Net. Chg. Ad Pages (67)
34th by Average Circulation (68)
4th by Net Chg. Avg. Circ. (69)
27th by Avg. Ad Pages/Copy (72)
45th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Market: Data Management (88)

Decision, Billy Graham Evangelistic Association
1984 Frequency: 12x
Folio:400 Rank: 243
32nd by Average Circulation (8)
21st by Average Sub. Circ. (10)
41st by Total Annual Circ. (14)
Fastest Growing: Sub. Revenue (24)

Delta Sky, Halsey Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 285
Market: Affluence B (33)
Market: Inflight (45)

Design News, Cahners Publishing Co.
1984 Frequency: 24x
Folio:400 Rank: 110
12th by Total Revenue (62)
11th by Ad Revenue (63)
6th by Ad Pages (65)
5th by Net. Chg. Ad Revenue (66)
3rd by Net. Chg. Ad Pages (67)
28th by Average Circulation (68)
6th by Avg. Ad Pages/Copy (72)
37th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Market: Ind. Prod. & Design Eng. (93)

Discount Store News, Lebhar-Friedman, Inc.
1984 Frequency: 24x
Folio:400 Rank: 327
36th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Retail Management (98)

DISCOVER, Time Inc.
1984 Frequency: 12x
Folio:400 Rank: 78
30th by Subscription Revenue (6)
33rd by Net Chg. Avg. Circ. (9)
31st by Net Chg. Avg. Circ. (11)
47th by Total Revenue (Monthlies) (15)
Market: Science & Nature (53)

DIVERSION, Hearst Professional Magazines, Inc.
1984 Frequency: 12x
Folio:400 Rank: 257
49th by Ad Revenue (63)
37th by Ad Pages (65)
23rd by Average Circulation (68)
29th by Net Chg. Avg. Circ. (69)
7th by Avg. Ad Pages/Copy (72)
7th by Avg. Edit. Pages/Copy (73)
Market: Medical (95)

DIY Retailing, (formerly Hardware Retailing) National Retail Hardware Association
1984 Frequency: 12x
Folio:400 Rank: 372
43rd by Net Chg. Avg. Sub. Circ. (71)
37th by Avg. Ad Pages/Copy (72)
24th by Avg. Edit. Pages/Copy (73)
Market: Retail Management (98)

Drug Topics, The Newsmagazine for Today's Pharmacies, Medical Economics Company, Inc.
1984 Frequency: 23x
Folio:400 Rank: 391
49th by Net Chg. Avg. Circ. (69)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Retail Management (98)

(Numbers in parentheses refer to sections)

- **Dun's Business Month**, The Dun & Bradstreet Publications Corporation
  - 1984 Frequency: 12x
  - Folio:400 Rank: 221
  - 29th by Avg. Sub. Price (20)
  - Market: Affluence B (33)
  - Market: Business & Financial (37)
- **Early American Life**, Historical Times, Inc.
  - 1984 Frequency: 6x
  - Folio:400 Rank: 368
  - 35th by Net Chg. Avg. News. Circ. (13)
  - Fastest Growing: News. Circ. (29)
  - Market: Home (43)
  - Market: Lifestyles (46)
- **Eastern Review**, East/West Network, Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 230
  - 46th by Net Chg. Ad Pages (5)
  - 33rd by Ad Pages (Monthlies) (16)
  - 42nd by Avg. Ad Pages/Copy (18)
  - Market: Affluence A (32)
  - Market: Inflight (45)
- **Easyriders**, Paisano Publications, Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 244
  - 50th by Newsstand Revenue (7)
  - 44th by Avg. Newsstand Circ. (12)
  - Fastest Growing: Ad Revenue (23)
  - Fastest Growing: Ad Pages (26)
  - Fastest Growing: Sub. Circ. (28)
  - Market: Automotive (34)
- **EBONY**, Johnson Publishing Co., Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 38
  - 35th by Ad Revenue (2)
  - 31st by Subscription Revenue (6)
  - 38th by Average Circulation (8)
  - 34th by Net Chg. Avg. Circ. (9)
  - 30th by Average Sub. Circ. (10)
  - 28th by Net Chg. Avg. Circ. (11)
  - 47th by Total Annual Circ. (14)
  - 19th by Total Revenue (Monthlies) (15)
  - 18th by Ad Revenue (Monthlies) (17)
  - Fastest Growing: Avg. Circ. (27)
  - Fastest Growing: Sub. Circ. (28)
  - Market: Black (35)
  - Market: General Interest (41)
- **EC&M**, McGraw-Hill Information Systems Company
  - 1984 Frequency: 12x
  - Folio:400 Rank: 287
  - 40th by Sub. Revenue (64)
  - 42nd by Net Chg. Avg. Circ. (69)
  - 31st by Average Sub. Circ. (70)
  - 16th by Net Chg. Avg. Sub. Circ. (71)
  - Fastest Growing: Avg. Sub. Circ. (79)
  - Market: Ind. Prod. & Design Eng. (93)
- **The Economist (U.S. Edition)**, The Economist Newspaper Ltd.
  - 1984 Frequency: 51x
  - Folio:400 Rank: 127
  - 21st by Ad Pages (3)
  - 3rd by Net Chg. Ad Pages (5)
  - 2nd by Avg. Sub. Price (20)
  - Fastest Growing: Ad Revenue (23)
  - Fastest Growing: Ad Pages (26)
  - Fastest Growing: Avg. Circ. (27)
  - Market: Affluence B (33)
  - Market: Business & Financial (37)
- **EDN**, Cahners Publishing Company
  - 1984 Frequency: 27x
  - Folio:400 Rank: 93
  - 9th by Total Revenue (62)
  - 6th by Ad Revenue (63)
  - 5th by Ad Pages (65)
  - 7th by Net. Chg. Ad Revenue (66)
  - 2nd by Net. Chg. Ad Pages (67)
  - 47th by Average Circulation (68)
  - 35th by Net Chg. Avg. Circ. (69)
  - 3rd by Avg. Ad Pages/Copy (72)
  - 10th by Avg. Edit. Pages/Copy (73)
  - Fastest Growing: Ad Pages (77)
  - Market: Electronics (90)
- **80 Micro**, CW Communications/Peterborough
  - 1984 Frequency: 12x
  - Folio:400 Rank: 362
  - 44th by Ad Pages (Monthlies) (16)
  - 26th by Avg. Edit. Pages/Copy (19)
  - 39th by Avg. Sub. Price (20)
  - Market: Computing (39)
- **Electronic Business**, Cahners Publishing Company
  - 1984 Frequency: 19x
  - Folio:400 Rank: 291
  - 45th by Ad Pages (65)
  - 14th by Net. Chg. Ad Revenue (66)
  - 6th by Net. Chg. Ad Pages (67)
  - 27th by Net Chg. Avg. Circ. (69)
  - 41st by Avg. Ad Pages/Copy (72)
  - Fastest Growing: Total Revenue (74)
  - Fastest Growing: Ad Revenue (75)
  - Fastest Growing: Ad Pages (77)
  - Fastest Growing: Avg. Circ. (78)
  - Market: Data Management (88)
  - Market: Electronics (90)
- **Electronic Buyers' News**, CMP Pubs., Inc.
  - 1984 Frequency: 52x
  - Folio:400 Rank: 150
  - 25th by Total Revenue (62)
  - 19th by Ad Revenue (63)
  - 9th by Ad Pages (65)
  - 6th by Net. Chg. Ad Revenue (66)
  - 1st by Net. Chg. Ad Pages (67)
  - Fastest Growing: Total Revenue (74)
  - Fastest Growing: Ad Revenue (75)
  - Fastest Growing: Ad Pages (77)
  - Market: Electronics (90)
- **Electronic Design**, Hayden Publishing Company, Inc.
  - 1984 Frequency: 26x
  - Folio:400 Rank: 81
  - 6th by Total Revenue (62)
  - 4th by Ad Revenue (63)
  - 4th by Ad Pages (65)
  - 4th by Net. Chg. Ad Revenue (56)
  - 2nd by Avg. Ad Pages/Copy (72)
  - 4th by Avg. Edit. Pages/Copy (73)
  - Fastest Growing: Total Revenue (74)
  - Market: Electronics (90)
- **Electronic Engineering Times**, CMP Publications, Inc.
  - 1984 Frequency: 35x
  - Folio:400 Rank: 148
  - 24th by Total Revenue (62)
  - 18th by Ad Revenue (63)
  - 23rd by Ad Pages (65)
  - 10th by Net. Chg. Ad Revenue (66)
  - 12th by Net. Chg. Ad Pages (67)
  - Fastest Growing: Total Revenue (74)
  - Fastest Growing: Ad Revenue (75)
  - Market: Electronics (90)
- **Electronic News**, Fairchild Publications
  - 1984 Frequency: 52x
  - Folio:400 Rank: 89
  - 8th by Total Revenue (62)
  - 8th by Ad Revenue (63)
  - 29th by Sub. Revenue (64)
  - 8th by Ad Pages (65)
  - 3rd by Net. Chg. Ad Revenue (66)
  - 36th by Average Sub. Circ. (70)
  - 40th by Net Chg. Avg. Sub. Circ. (71)
  - Fastest Growing: Total Revenue (74)
  - Fastest Growing: Ad Revenue (75)
  - Fastest Growing: Sub. Revenue (76)
  - Market: Electronics (90)
  - Market: Telecommunications (99)
- **Electronic Packaging & Production**, Cahners Publishing Co.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 394
  - 13th by Avg. Ad Pages/Copy (72)
  - 25th by Avg. Edit. Pages/Copy (73)
  - Business Newcomers (80)
  - Market: Electronics (90)
- **Electronic Products**, Hearst Business Communications, Inc.
  - 1984 Frequency: 19x
  - Folio:400 Rank: 305
  - 29th by Net. Chg. Ad Revenue (66)
  - 11th by Net. Chg. Ad Pages (67)
  - 50th by Avg. Ad Pages/Copy (72)
  - 39th by Avg. Edit. Pages/Copy (73)
  - Fastest Growing: Total Revenue (74)
  - Fastest Growing: Ad Revenue (75)
  - Fastest Growing: Ad Pages (77)
  - Market: Electronics (90)
- **Electronics**, McGraw-Hill Information Systems Group, Computer & Communications Information Group
  - 1984 Frequency: 36x
  - Folio:400 Rank: 141
  - 22nd by Total Revenue (62)
  - 22nd by Ad Revenue (63)
  - 27th by Sub. Revenue (64)
  - 17th by Ad Pages (65)
  - 28th by Average Sub. Circ. (70)
  - Market: Electronics (90)
- **Emergency Medicine**, Cahners Publ. Co.
  - 1984 Frequency: 21x
  - Folio:400 Rank: 360
  - 39th by Average Circulation (68)
  - Market: Medical (95)
- **Endless Vacation**, Endless Vacation Publications, Inc.
  - 1984 Frequency: 6x
  - Folio:400 Rank: 151
  - 38th by Subscription Revenue (6)
  - 31st by Net Chg. Avg. Circ. (9)
  - 30th by Net Chg. Avg. Circ. (11)
  - 6th by Avg. Sub. Price (20)
  - Fastest Growing: Sub. Revenue (24)
  - Fastest Growing: Avg. Circ. (27)
  - Fastest Growing: Sub. Circ. (28)
  - Market: Affluence A (32)
  - Market: Travel (56)
- **Engineering News-Record**, McGraw-Hill Information Systems Company
  - 1984 Frequency: 51x
  - Folio:400 Rank: 146
  - 23rd by Total Revenue (62)
  - 32nd by Ad Revenue (63)
  - 18th by Sub. Revenue (64)
  - 27th by Ad Pages (65)
  - 25th by Average Sub. Circ. (70)
  - 49th by Net Chg. Avg. Sub. Circ. (71)
  - Market: Architecture & Building (84)
- **Eros**, Eros Publications, Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 386
- **Esquire**, Esquire Associates
  - 1984 Frequency: 12x
  - Folio:400 Rank: 56
  - 43rd by Ad Revenue (2)
  - 35th by Net Chg. Ad Revenue (4)
  - 43rd by Net Chg. Avg. News. Circ. (13)
  - 34th by Total Revenue (Monthlies) (15)
  - 34th by Ad Pages (Monthlies) (16)
  - 24th by Ad Revenue (Monthlies) (17)
  - 43rd by Avg. Ad Pages/Copy (18)
  - 28th by Avg. Edit. Pages/Copy (19)
  - Fastest Growing: News. Circ. (29)
  - Market: General Interest (41)
  - Market: Men's Lifestyles (48)
- **Essence**, Essence Communications, Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 112
  - Fastest Growing: News. Revenue (25)
  - Market: Black (35)
  - Market: Women's Service (60)
- **Family (Stateside Edition)**, Military Family Communications
  - 1984 Frequency: 12x
  - Folio:400 Rank: 392
  - Consumer Newcomers (30)
  - Market: Women's Lifestyles (59)
- **Family Circle**, The Family Circle Inc.
  - 1984 Frequency: 17x
  - Folio:400 Rank: 7
  - 9th by Ad Revenue (2)
  - 38th by Ad Pages (3)
  - 16th by Net Chg. Ad Revenue (4)
  - 5th by Newsstand Revenue (7)
  - 8th by Average Circulation (8)
  - 18th by Net Chg. Avg. Circ. (11)
  - 2nd by Avg. Newsstand Circ. (12)
  - 12th by Total Annual Circ. (14)
  - 50th by Avg. Ad Pages/Copy (18)
  - 4th by Annual Newsstand Sales (21)
  - Fastest Growing: Sub. Revenue (24)
  - Fastest Growing: Sub. Circ. (28)
  - Market: Women's Service (60)
- **Family Computing**, Scholastic Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 223
  - Consumer Newcomers (30)
  - Market: Computing (39)

(Numbers in parentheses refer to sections)

MAGAZINE INDEX

The Family Handyman, The Webb Co.
1984 Frequency: 10x
Folio:400 Rank: 107
42nd by Average Sub. Circ. (10)
23rd by Net Chg. Avg. News. Circ. (13)
Fastest Growing: News. Revenue (25)
Fastest Growing: News. Circ. (29)
Market: Home (43)
Market: Men's Service (49)

Family Weekly, (USA WEEKEND as of 9/8/85), Gannett Company
1984 Frequency: 24x
Folio:400 Rank: 30
18th by Ad Revenue (2)
4th by Average Circulation (8)
9th by Net Chg. Avg. Circ. (9)
3rd by Total Annual Circ. (14)
Fastest Growing: Avg. Circ. (27)
Market: Sunday Magazines (55)

Farm Journal, Farm Journal, Inc.
1984 Frequency: 14x
Folio:400 Rank: 72
3rd by Total Revenue (62)
5th by Ad Revenue (63)
4th by Sub. Revenue (64)
12th by Net. Chg. Ad Revenue (66)
1st by Average Circulation (68)
1st by Average Sub. Circ. (70)

The Farmer, The Webb Company
1984 Frequency: 23x
Folio:400 Rank: 288
35th by Average Circulation (68)
20th by Average Sub. Circ. (70)

Field & Stream, CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 40
32nd by Ad Revenue (2)
48th by Net Chg. Ad Revenue (4)
33rd by Subscription Revenue (6)
31st by Average Circulation (8)
22nd by Average Sub. Circ. (10)
40th by Total Annual Circ. (14)
21st by Total Revenue (Monthlies) (15)
16th by Ad Revenue (Monthlies) (17)
Fastest Growing: Sub. Revenue (24)
Market: Outdoor (51)

50 Plus, Retirement Living Publ. Co., Inc.
1984 Frequency: 12x
Folio:400 Rank: 326
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: Maturity (47)

Financial World, The Magazine For Investors, Financial World Partners
1984 Frequency: 26x
Folio:400 Rank: 340
30th by Avg. Sub. Price (20)
Fastest Growing: Avg. Circ. (27)
Market: Affluence B (33)
Market: Business & Financial (37)

Fins and Feathers, Fins and Feathers Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 269
Consumer Newcomers (30)
Market: Outdoor (51)

FLEET OWNER (Big Fleet Edition), McGraw-Hill Publications Company
1984 Frequency: 12x
Folio:400 Rank: 318
31st by Avg. Edit. Pages/Copy (73)
Market: Automotive Industry (85)

Flying, CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 200
43rd by Total Revenue (62)
16th by Sub. Revenue (64)
7th by Average Circulation (68)
37th by Net Chg. Avg. Circ. (69)
11th by Average Sub. Circ. (70)
39th by Net Chg. Avg. Sub. Circ. (71)
Market: Aerospace & Aviation (82)

Food & Wine, The Guide to Good Taste, American Express Publishing Corp.
1984 Frequency: 12x
Folio:400 Rank: 164
37th by Net Chg. Avg. Circ. (9)
39th by Net Chg. Avg. Circ. (11)
Fastest Growing: Avg. Circ. (27)
Market: Affluence A (32)
Market: Culinary (40)

Forbes, Forbes, Inc.
1984 Frequency: 29x
Folio:400 Rank: 21
15th by Ad Revenue (2)
8th by Ad Pages (3)
7th by Net Chg. Ad Revenue (4)
7th by Net Chg. Ad Pages (5)
22nd by Subscription Revenue (6)
45th by Total Annual Circ. (14)
35th by Avg. Ad Pages/Copy (18)
48th by Avg. Edit. Pages/Copy (19)
15th by Avg. Sub. Price (20)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Market: Affluence A (32)
Market: Business & Financial (37)

Fortune, Time Inc.
1984 Frequency: 26x
Folio:400 Rank: 20
12th by Ad Revenue (2)
11th by Ad Pages (3)
12th by Net Chg. Ad Revenue (4)
20th by Net Chg. Ad Pages (5)
24th by Subscription Revenue (6)
31st by Avg. Ad Pages/Copy (18)
16th by Avg. Sub. Price (20)
Market: Affluence A (32)
Market: Business & Financial (37)

Forum, Forum International, Ltd.
1984 Frequency: 12x
Folio:400 Rank: 201
36th by Newsstand Revenue (7)
34th by Avg. Newsstand Circ. (12)
40th by Avg. Edit. Pages/Copy (19)
43rd by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)

4 Wheel & Off-Road, Petersen Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 260
21st by Net Chg. Avg. News. Circ. (13)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: News. Circ. (29)
Market: Automotive (34)

Four Wheeler Magazine, Four Wheeler Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 339
Consumer Newcomers (30)
Market: Automotive (34)

Frequent Flyer, Official Airline Guides, Inc. (Travel Magazine Div.)
1984 Frequency: 12x
Folio:400 Rank: 142
36th by Net Chg. Ad Pages (5)
10th by Avg. Sub. Price (20)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: Affluence B (33)
Market: Business & Financial (37)

Gallery, Montcalm Publishing Corp.
1984 Frequency: 12x
Folio:400 Rank: 117
20th by Newsstand Revenue (7)
27th by Avg. Newsstand Circ. (12)
45th by Avg. Sub. Price (20)
36th by Annual Newsstand Sales (21)
Fastest Growing: News. Circ. (29)
Market: Men's Lifestyles (48)

GAMES, Playboy Enterprises, Inc.
1984 Frequency: 12x
Folio:400 Rank: 176

Genesis, Cycle Guide Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 208
37th by Newsstand Revenue (7)
48th by Avg. Newsstand Circ. (12)
44th by Net Chg. Avg. News. Circ. (13)
22nd by Avg. Sub. Price (20)
Fastest Growing: News. Circ. (29)

Gentlemen's Quarterly, The Conde Nast Publications Inc.
1984 Frequency: 12x
Folio:400 Rank: 53
50th by Ad Revenue (2)
29th by Ad Pages (3)
21st by Net Chg. Ad Revenue (4)
6th by Net Chg. Ad Pages (5)
38th by Newsstand Revenue (7)
38th by Net Chg. Avg. Circ. (9)
35th by Avg. Newsstand Circ. (12)
13th by Net Chg. Avg. News. Circ. (13)
32nd by Total Revenue (Monthlies) (15)
9th by Ad Pages (Monthlies) (16)
30th by Ad Revenue (Monthlies) (17)
14th by Avg. Ad Pages/Copy (18)
29th by Avg. Edit. Pages/Copy (19)
44th by Annual Newsstand Sales (21)
Fastest Growing: Ad Revenue (23)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: News. Circ. (29)
Market: Men's Lifestyles (48)

Gifts & Decorative Accessories, Geyer-McAllister Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 307
31st by Ad Pages (65)
38th by Net. Chg. Ad Pages (67)
48th by Net Chg. Avg. Sub. Circ. (71)
4th by Avg. Ad Pages/Copy (72)
9th by Avg. Edit. Pages/Copy (73)
Market: Retail Management (98)

Glamour, The Conde Nast Pubs. Inc.
1984 Frequency: 12x
Folio:400 Rank: 24
20th by Ad Revenue (2)
24th by Ad Pages (3)
14th by Net Chg. Ad Revenue (4)
41st by Net Chg. Ad Pages (5)
13th by Newsstand Revenue (7)
27th by Average Circulation (8)
46th by Net Chg. Avg. Circ. (9)
12th by Avg. Newsstand Circ. (12)
6th by Net Chg. Avg. News. Circ. (13)
36th by Total Annual Circ. (14)
10th by Total Revenue (Monthlies) (15)
5th by Ad Pages (Monthlies) (16)
6th by Ad Revenue (Monthlies) (17)
10th by Avg. Ad Pages/Copy (18)
15th by Avg. Edit. Pages/Copy (19)
13th by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: News. Circ. (29)
Market: Women-in-Business (57)
Market: Women's Fashion (58)

GLOBE, Globe Communications Corp.
1984 Frequency: 52x
Folio:400 Rank: 41
10th by Newsstand Revenue (7)
34th by Average Circulation (8)
10th by Avg. Newsstand Circ. (12)
16th by Total Annual Circ. (14)
6th by Annual Newsstand Sales (21)
Market: General Interest (41)

Golf Digest, Golf Digest/Tennis, Inc.
1984 Frequency: 12x
Folio:400 Rank: 44
34th by Ad Revenue (2)
42nd by Net Chg. Ad Revenue (4)
45th by Subscription Revenue (6)
40th by Net Chg. Avg. Circ. (9)
43rd by Average Sub. Circ. (10)
33rd by Net Chg. Avg. Circ. (11)
24th by Total Revenue (Monthlies) (15)
17th by Ad Revenue (Monthlies) (17)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Affluence A (32)
Market: Sports (54)

Golf Magazine, Times Mirror Mags., Inc.
1984 Frequency: 12x
Folio:400 Rank: 94
47th by Ad Revenue (Monthlies) (17)
Market: Sports (54)

(Numbers in parentheses refer to sections)

- **Good Housekeeping**, Hearst Magazines
  - 1984 Frequency: 12x
  - Folio:400 Rank: 8
  - 8th by Ad Revenue (2)
  - 26th by Ad Pages (3)
  - 31st by Net Chg. Ad Revenue (4)
  - 12th by Subscription Revenue (6)
  - 12th by Newsstand Revenue (7)
  - 11th by Average Circulation (8)
  - 10th by Average Sub. Circ. (10)
  - 9th by Avg. Newsstand Circ. (12)
  - 19th by Total Annual Circ. (14)
  - 2nd by Total Revenue (Monthlies) (15)
  - 7th by Ad Pages (Monthlies) (16)
  - 1st by Ad Revenue (Monthlies) (17)
  - 12th by Avg. Ad Pages/Copy (18)
  - 17th by Avg. Edit. Pages/Copy (19)
  - 12th by Annual Newsstand Sales (21)
  - Fastest Growing: Sub. Revenue (24)
  - Market: Women's Service (60)
- **Gourmet, The Magazine of Good Living**, The Conde Nast Pubs. Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 99
  - 46th by Net Chg. Avg. Circ. (11)
  - 44th by Avg. Edit. Pages/Copy (19)
  - Market: Affluence A (32)
  - Market: Culinary (40)
- **Graphic Arts Monthly**, Technical Publishing Company
  - 1984 Frequency: 13x
  - Folio:400 Rank: 309
  - 46th by Ad Pages (65)
  - 19th by Avg. Ad Pages/Copy (72)
  - 34th by Avg. Edit. Pages/Copy (73)
  - Fastest Growing: Total Revenue (74)
- **Grit**, Grit Publishing Company
  - 1984 Frequency: 53x
  - Folio:400 Rank: 158
  - 33rd by Total Annual Circ. (14)
  - 29th by Annual Newsstand Sales (21)
  - Market: General Interest (41)
  - Market: Lifestyles (46)
- **Guideposts**, Guideposts Associates, Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 100
  - 23rd by Subscription Revenue (6)
  - 16th by Average Circulation (8)
  - 14th by Net Chg. Avg. Circ. (9)
  - 8th by Average Sub. Circ. (10)
  - 16th by Net Chg. Avg. Circ. (11)
  - 24th by Total Annual Circ. (14)
  - Fastest Growing: Avg. Circ. (27)
  - Fastest Growing: Sub. Circ. (28)
- **Guitar Player**, GPI Publications
  - 1984 Frequency: 12x
  - Folio:400 Rank: 272
  - 12th by Avg. Edit. Pages/Copy (19)
  - 41st by Avg. Sub. Price (20)
  - Consumer Newcomers (30)
- **Guns & Ammo**, Petersen Publishing Co.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 204
  - 50th by Net Chg. Avg. Circ. (9)
  - 47th by Net Chg. Avg. Circ. (11)
  - Market: Outdoor (51)
- **Hadassah Magazine**, Hadassah, The Women's Zionist Org. of America, Inc.
  - 1984 Frequency: 10x
  - Folio:400 Rank: 328
  - Market: Affluence A (32)
  - Market: Women's Lifestyles (59)
- **Hardware Retailing**, See DIY Retailing
- **Harper's Bazaar**, Hearst Magazines
  - 1984 Frequency: 12x
  - Folio:400 Rank: 48
  - 37th by Ad Revenue (2)
  - 37th by Ad Pages (3)
  - 25th by Net Chg. Ad Revenue (4)
  - 13th by Net Chg. Ad Pages (5)
  - 40th by Newsstand Revenue (7)
  - 29th by Avg. Newsstand Circ. (12)
  - 20th by Net Chg. Avg. News. Circ. (13)
  - 27th by Total Revenue (Monthlies) (15)
  - 15th by Ad Pages (Monthlies) (16)
  - 20th by Ad Revenue (Monthlies) (17)
  - 20th by Avg. Ad Pages/Copy (18)
  - 42nd by Avg. Edit. Pages/Copy (19)
  - 38th by Annual Newsstand Sales (21)
  - Fastest Growing: Ad Revenue (23)
  - Fastest Growing: News. Revenue (25)
  - Fastest Growing: Ad Pages (26)
  - Fastest Growing: News. Circ. (29)
  - Market: Women's Fashion (58)
- **Harvard Business Review**, Harvard Graduate School of Business Admin.
  - 1984 Frequency: 6x
  - Folio:400 Rank: 236
  - 19th by Avg. Edit. Pages/Copy (19)
  - 23rd by Avg. Sub. Price (20)
  - Market: Affluence B (33)
  - Market: Business & Financial (37)
- **Health**, Family Media, Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 144
  - 13th by Net Chg. Avg. Circ. (9)
  - 47th by Average Sub. Circ. (10)
  - 13th by Net Chg. Avg. Circ. (11)
  - Fastest Growing: Ad Revenue (23)
  - Fastest Growing: Avg. Circ. (27)
  - Fastest Growing: Sub. Circ. (28)
  - Market: Health & Fitness (42)
- **Heavy Duty Trucking**, Newport Publications
  - 1984 Frequency: 12x
  - Folio:400 Rank: 375
  - 50th by Net. Chg. Ad Pages (67)
  - 25th by Net Chg. Avg. Circ. (69)
  - Fastest Growing: Ad Pages (77)
  - Fastest Growing: Avg. Circ. (78)
  - Market: Automotive Industry (85)
- **HFD, The Weekly Home Furnishings Newspaper**, Fairchild Publications
  - 1984 Frequency: 53x
  - Folio:400 Rank: 161
  - 27th by Total Revenue (62)
  - 24th by Ad Revenue (63)
  - 18th by Ad Pages (65)
  - 28th by Net. Chg. Ad Revenue (66)
  - 42nd by Net Chg. Avg. Sub. Circ. (71)
  - Market: Retail Management (98)
- **High Fidelity**, ABC Leisure Mags., Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 216
  - Fastest Growing: Ad Pages (26)
  - Market: Home Entertainment (44)
- **The High Plains Journal**, High Plains Publishers, Inc.
  - 1984 Frequency: 52x
  - Folio:400 Rank: 358
  - 49th by Sub. Revenue (64)
  - 41st by Ad Pages (65)
  - 40th by Net Chg. Avg. Circ. (69)
  - 42nd by Average Sub. Circ. (70)
  - 15th by Net Chg. Avg. Sub. Circ. (71)
  - 13th by Avg. Edit. Pages/Copy (73)
  - Fastest Growing: Sub. Revenue (76)
  - Fastest Growing: Avg. Sub. Circ. (79)
- **High Society**, Drake Publishers, Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 154
  - 27th by Newsstand Revenue (7)
  - 38th by Avg. Newsstand Circ. (12)
  - 47th by Annual Newsstand Sales (21)
- **High Technology**, High Technology Publishing Corporation
  - 1984 Frequency: 12x
  - Folio:400 Rank: 240
  - Fastest Growing: Ad Pages (26)
  - Market: Affluence B (33)
  - Market: Business & Financial (37)
- **Highlights for Children**, Highlights for Children, Inc.
  - 1984 Frequency: 11x
  - Folio:400 Rank: 86
  - 20th by Subscription Revenue (6)
  - 41st by Average Circulation (8)
  - 41st by Net Chg. Avg. Circ. (9)
  - 25th by Average Sub. Circ. (10)
  - 38th by Net Chg. Avg. Circ. (11)
  - Fastest Growing: Avg. Circ. (27)
  - Fastest Growing: Sub. Circ. (28)
  - Market: Youth & Teen (61)
- **Hoard's Dairyman**, W.D. Hoard & Sons Company
  - 1984 Frequency: 23x
  - Folio:400 Rank: 279
  - 47th by Sub. Revenue (64)
  - 19th by Average Circulation (68)
  - 16th by Average Sub. Circ. (70)
- **Home**, Home Magazine, Ltd.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 155
  - 35th by Net Chg. Ad Pages (5)
  - 43rd by Net Chg. Avg. Circ. (9)
  - 17th by Net Chg. Avg. News. Circ. (13)
  - Fastest Growing: Total Revenue (22)
  - Fastest Growing: Ad Revenue (23)
  - Fastest Growing: Sub. Revenue (24)
  - Fastest Growing: Ad Pages (26)
  - Fastest Growing: News. Circ. (29)
  - Market: Affluence A (32)
  - Market: Home (43)
- **Home Furnishings Daily**, see HFD
- **Home Life, A Christian Family Magazine**, The Baptist Sunday School Board
  - 1984 Frequency: 12x
  - Folio:400 Rank: 397
  - Consumer Newcomers (30)
- **Home Mechanix (Formerly Mechanix Illustrated)**, CBS Magazines
  - 1984 Frequency: 12x
  - Folio:400 Rank: 73
  - 47th by Subscription Revenue (6)
  - 42nd by Average Circulation (8)
  - 31st by Average Sub. Circ. (10)
  - 44th by Total Revenue (Monthlies) (15)
  - 38th by Ad Revenue (Monthlies) (17)
  - Market: Home (43)
- **The Homeowner**, Family Media, Inc.
  - 1984 Frequency: 10x
  - Folio:400 Rank: 302
  - Consumer Newcomers (30)
  - Market: Home (43)
  - Market: Men's Service (49)
- **Hospital Medicine**, Hospital Pubs., Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 346
  - 27th by Average Circulation (68)
  - 17th by Avg. Ad Pages/Copy (72)
  - 26th by Avg. Edit. Pages/Copy (73)
  - Business Newcomers (80)
  - Market: Medical (95)
- **Hospital Practice**, HP Publishing Co.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 286
  - 21st by Average Circulation (68)
  - 15th by Avg. Ad Pages/Copy (72)
  - 8th by Avg. Edit. Pages/Copy (73)
  - Market: Medical (95)
- **Hospitals**, American Hospital Publ., Inc.
  - 1984 Frequency: 24x
  - Folio:400 Rank: 275
  - 47th by Net. Chg. Ad Revenue (66)
  - 34th by Net. Chg. Ad Pages (67)
  - 38th by Net Chg. Avg. Circ. (69)
  - Fastest Growing: Avg. Sub. Circ. (79)
  - Market: Medical (95)
- **Hot Rod**, Petersen Publishing Co.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 106
  - 36th by Net Chg. Avg. Circ. (9)
  - 34th by Net Chg. Avg. Circ. (11)
  - 43rd by Avg. Newsstand Circ. (12)
  - 50th by Annual Newsstand Sales (21)
  - Fastest Growing: Sub. Circ. (28)
  - Market: Automotive (34)
- **House & Garden**, The Conde Nast Publications Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 71
  - 32nd by Net Chg. Ad Revenue (4)
  - 14th by Net Chg. Ad Pages (5)
  - 45th by Net Chg. Avg. News. Circ. (13)
  - 43rd by Total Revenue (Monthlies) (15)
  - 40th by Ad Revenue (Monthlies) (17)
  - 27th by Avg. Edit. Pages/Copy (19)
  - 37th by Avg. Sub. Price (20)
  - Fastest Growing: Ad Revenue (23)
  - Market: Affluence A (32)
  - Market: Home (43)
- **House Beautiful**, Hearst Magazines
  - 1984 Frequency: 12x
  - Folio:400 Rank: 63
  - 40th by Net Chg. Ad Revenue (4)
  - 50th by Avg. Newsstand Circ. (12)
  - 39th by Net Chg. Avg. News. Circ. (13) ▶

(Numbers in parentheses refer to sections)

37th by Total Revenue (Monthlies) (15)
49th by Ad Pages (Monthlies) (16)
31st by Ad Revenue (Monthlies) (17)
Fastest Growing: News. Circ. (29)
Market: Home (43)

Houston Home & Garden, Metro Home & Garden Magazines
1984 Frequency: 12x
Folio:400 Rank: 333
41st by Ad Pages (Monthlies) (16)
Market: City & Regional (38)
Market: Home (43)

Hustler, Hustler Magazine, Inc.
1984 Frequency: 12x
Folio:400 Rank: 50
11th by Newsstand Revenue (7)
16th by Avg. Newsstand Circ. (12)
1st by Net Chg. Avg. News. Circ. (13)
29th by Total Revenue (Monthlies) (15)
9th by Avg. Sub. Price (20)
19th by Annual Newsstand Sales (21)

Inc., The Magazine for Growing Companies, Inc. Publishing Corp.
1984 Frequency: 12x
Folio:400 Rank: 51
31st by Ad Revenue (2)
20th by Net Chg. Ad Revenue (4)
34th by Net Chg. Ad Pages (5)
23rd by Net Chg. Avg. Circ. (9)
21st by Net Chg. Avg. Circ. (11)
42nd by Net Chg. Avg. News. Circ. (13)
30th by Total Revenue (Monthlies) (15)
28th by Ad Pages (Monthlies) (16)
15th by Ad Revenue (Monthlies) (17)
38th by Avg. Ad Pages/Copy (18)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: News. Revenue (25)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: News. Circ. (29)
Market: Affluence A (32)
Market: Business & Financial (37)

Industrial Equipment News, Thomas Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 241
45th by Ad Revenue (63)
17th by Average Circulation (68)
50th by Net Chg. Avg. Circ. (69)
Market: Electronics (90)
Market: Ind. Prod. & Design Eng. (93)

Industry Week, Penton/IPC, Inc.
1984 Frequency: 25x
Folio:400 Rank: 138
Market: Business & Financial (37)
Market: Newsmagazines (50)

Information Systems News, see InformationWEEK

InformationWEEK (formerly Information Systems News), CMP Publications, Inc.
1984 Frequency: 27x
Folio:400 Rank: 320
48th by Net. Chg. Ad Revenue (66)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Market: Data Management (88)

Infosystems, Hitchcock Publishing Co.
1984 Frequency: 12x
Folio:400 Rank: 390
38th by Average Circulation (68)
19th by Net Chg. Avg. Circ. (69)
Market: Data Management (88)

InfoWorld, Popular Computing, Inc.
1984 Frequency: 52x
Folio:400 Rank: 232
23rd by Ad Pages (3)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Computing (39)

INSIDE SPORTS, Inside Sports, Inc.
1984 Frequency: 12x
Folio:400 Rank: 332
Consumer Newcomers (30)
Market: Sports (54)

Institutional Distribution, Bill Communications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 348
48th by Net. Chg. Ad Pages (67)
40th by Avg. Ad Pages/Copy (72)
Fastest Growing: Avg. Circ. (78)
Market: Food Service (92)

Institutional Investor, Institutional Investor, Inc.
1984 Frequency: 12x
Folio:400 Rank: 103
11th by Total Revenue (62)
10th by Ad Revenue (63)
34th by Sub. Revenue (64)
20th by Net. Chg. Ad Revenue (66)
19th by Net Chg. Avg. Sub. Circ. (71)
22nd by Avg. Ad Pages/Copy (72)
16th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Finance & Investing (91)

Instructor, The Instructor Pubs. Inc.
1984 Frequency: 9x
Folio:400 Rank: 300
19th by Sub. Revenue (64)
14th by Average Circulation (68)
12th by Average Sub. Circ. (70)
Fastest Growing: Sub. Revenue (76)
Market: Education (89)

Interior Design, Cahners Publishing Co.
1984 Frequency: 13x
Folio:400 Rank: 174
31st by Total Revenue (62)
34th by Ad Revenue (63)
38th by Sub. Revenue (64)
22nd by Ad Pages (65)
27th by Net. Chg. Ad Revenue (66)
25th by Net. Chg. Ad Pages (67)
46th by Average Sub. Circ. (70)
18th by Net Chg. Avg. Sub. Circ. (71)
1st by Avg. Ad Pages/Copy (72)
3rd by Avg. Edit. Pages/Copy (73)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Architecture & Building (84)

Iron Age, Manufacturing Management, Chilton Company
1984 Frequency: 24x
Folio:400 Rank: 359
23rd by Net Chg. Avg. Circ. (69)
Market: Metals (96)

JET, Johnson Publishing Company, Inc.
1984 Frequency: 52x
Folio:400 Rank: 58
28th by Subscription Revenue (6)
33rd by Newsstand Revenue (7)
27th by Total Annual Circ. (14)
28th by Avg. Sub. Price (20)
21st by Annual Newsstand Sales (21)
Market: Black (35)
Market: General Interest (41)

Journal of Accountancy, American Inst. of Certified Public Accountants
1984 Frequency: 12x
Folio:400 Rank: 245
7th by Sub. Revenue (64)
50th by Net. Chg. Ad Revenue (66)
47th by Net. Chg. Ad Pages (67)
12th by Average Circulation (68)
8th by Net Chg. Avg. Circ. (69)
9th by Average Sub. Circ. (70)
2nd by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Bus. & Cons. Services (86)

Journal of AMA, see Journal of the American Medical Association

Journal of the American Medical Association, American Medical Assoc.
1984 Frequency: 48x
Folio:400 Rank: 137
20th by Total Revenue (62)
17th by Ad Revenue (63)
42nd by Sub. Revenue (64)
19th by Ad Pages (65)
36th by Net. Chg. Ad Revenue (66)
9th by Average Circulation (68)
15th by Net Chg. Avg. Circ. (69)
13th by Average Sub. Circ. (70)
28th by Net Chg. Avg. Sub. Circ. (71)
Market: Medical (95)

Ladies' Home Journal, Family Media, Inc.
1984 Frequency: 12x
Folio:400 Rank: 22
22nd by Ad Revenue (2)
22nd by Net Chg. Ad Revenue (4)
10th by Subscription Revenue (6)
21st by Newsstand Revenue (7)
12th by Average Circulation (8)
9th by Average Sub. Circ. (10)
13th by Avg. Newsstand Circ. (12)
8th by Net Chg. Avg. News. Circ. (13)
21st by Total Annual Circ. (14)
9th by Total Revenue (Monthlies) (15)
39th by Ad Pages (Monthlies) (16)
8th by Ad Revenue (Monthlies) (17)
15th by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)
Fastest Growing: News. Circ. (29)
Market: Women's Service (60)

Ladycom, The Military Lifestyle Magazine, Downey Comm. Inc.
1984 Frequency: 10x
Folio:400 Rank: 400
36th by Avg. Edit. Pages/Copy (19)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Pages (26)
Market: Women's Lifestyles (59)

LIFE, Time Inc.
1984 Frequency: 13x
Folio:400 Rank: 31
30th by Ad Revenue (2)
33rd by Net Chg. Ad Revenue (4)
25th by Subscription Revenue (6)
18th by Newsstand Revenue (7)
48th by Average Circulation (8)
37th by Net Chg. Avg. Circ. (11)
22nd by Avg. Newsstand Circ. (12)
38th by Avg. Sub. Price (20)
26th by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)
Market: General Interest (41)

Linn's Stamp News, Amos Press Inc.
1984 Frequency: 52x
Folio:400 Rank: 380
13th by Ad Pages (3)
50th by Avg. Sub. Price (20)

Los Angeles Magazine, Los Angeles Magazine, Inc.
1984 Frequency: 12x
Folio:400 Rank: 140
3rd by Ad Pages (Monthlies) (16)
7th by Avg. Ad Pages/Copy (18)
11th by Avg. Edit. Pages/Copy (19)
Market: Affluence B (33)
Market: City & Regional (38)

Los Angeles Times Home Magazine, (Los Angeles Times Magazine as of 10/85) Los Angeles Times
1984 Frequency: 53x
Folio:400 Rank: 115
19th by Ad Pages (3)
Consumer Newcomers (30)
Market: Sunday Magazines (55)

Los Angeles Times Magazine, see Los Angeles Times Home Magazine

M The Civilized Man, Fairchild Pubs.
1984 Frequency: 12x
Folio:400 Rank: 299
Consumer Newcomers (30)
Market: Affluence B (33)
Market: Men's Lifestyles (48)

Machine Design, Penton/IPC, Inc.
1984 Frequency: 28x
Folio:400 Rank: 128
17th by Total Revenue (62)
14th by Ad Revenue (63)
12th by Ad Pages (65)
21st by Net. Chg. Ad Revenue (66)
27th by Net. Chg. Ad Pages (67)
26th by Average Circulation (68)
24th by Avg. Ad Pages/Copy (72)
Market: Ind. Prod. & Design Eng. (93)

Mademoiselle, The Conde Nast Pubs. Inc.
1984 Frequency: 12x
Folio:400 Rank: 34
29th by Ad Revenue (2)
45th by Ad Pages (3)
27th by Net Chg. Ad Revenue (4)
19th by Newsstand Revenue (7)
17th by Avg. Newsstand Circ. (12) ▶

(Numbers in parentheses refer to sections)

24th by Net Chg. Avg. News. Circ. (13)
16th by Total Revenue (Monthlies) (15)
20th by Ad Pages (Monthlies) (16)
14th by Ad Revenue (Monthlies) (17)
26th by Avg. Ad Pages/Copy (18)
30th by Avg. Edit. Pages/Copy (19)
20th by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)
Fastest Growing: News. Circ. (29)
Market: Women's Fashion (58)
Market: Women's Lifestyles (59)

Material Handling Engineering,
Penton/IPC, Inc.
1984 Frequency: 13x
Folio:400 Rank: 381
37th by Net. Chg. Ad Pages (67)
42nd by Avg. Ad Pages/Copy (72)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Market: Ind. Prod. & Design Eng. (93)

McCall's, The McCall Publishing Co.
1984 Frequency: 12x
Folio:400 Rank: 19
19th by Ad Revenue (2)
15th by Net Chg. Ad Revenue (4)
9th by Subscription Revenue (6)
30th by Newsstand Revenue (7)
10th by Average Circulation (8)
6th by Average Sub. Circ. (10)
18th by Avg. Newsstand Circ. (12)
26th by Net Chg. Avg. News. Circ. (13)
18th by Total Annual Circ. (14)
8th by Total Revenue (Monthlies) (15)
43rd by Ad Pages (Monthlies) (16)
5th by Ad Revenue (Monthlies) (17)
23rd by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)
Fastest Growing: News. Circ. (29)
Market: Women's Service (60)

MD Magazine, MD Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 366
31st by Average Circulation (68)
28th by Avg. Ad Pages/Copy (72)
32nd by Avg. Edit. Pages/Copy (73)
Market: Medical (95)

Mechanix Illustrated, see Home Mechanix

Medical Aspects of Human Sexuality,
Hospital Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 355
18th by Average Circulation (68)
44th by Avg. Ad Pages/Copy (72)
Business Newcomers (80)
Market: Medical (95)

Medical Economics, Medical Economics
Company, Inc.
1984 Frequency: 26x
Folio:400 Rank: 111
13th by Total Revenue (52)
12th by Ad Revenue (63)
13th by Ad Pages (65)
24th by Average Circulation (68)
41st by Net Chg. Avg. Circ. (69)
32nd by Net Chg. Avg. Sub. Circ. (71)
20th by Avg. Ad Pages/Copy (72)
29th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Sub. Revenue (76)
Market: Medical (95)

Meetings & Conventions, Murdoch Mags.
1984 Frequency: 12x
Folio:400 Rank: 198
42nd by Total Revenue (62)
31st by Ad Revenue (63)
44th by Net Chg. Avg. Circ. (69)
34th by Avg. Ad Pages/Copy (72)
46th by Avg. Edit. Pages/Copy (73)

Metropolitan Home, Meredith Corp.
1984 Frequency: 12x
Folio:400 Rank: 109
39th by Net Chg. Ad Pages (5)
Fastest Growing: Ad Pages (26)
Market: Home (43)

Mini-Micro Systems, Cahners Publ. Co.
1984 Frequency: 15x
Folio:400 Rank: 182
35th by Total Revenue (62)
26th by Ad Revenue (63)
35th by Ad Pages (65)
35th by Net. Chg. Ad Revenue (66)
48th by Average Circulation (68)
11th by Net Chg. Avg. Circ. (69)
14th by Avg. Ad Pages/Copy (72)
23rd by Avg. Edit. Pages/Copy (73)
Fastest Growing: Avg. Circ. (78)
Market: Data Management (88)

MIS Week, Fairchild Publications
1984 Frequency: 51x
Folio:400 Rank: 265
50th by Ad Revenue (63)
23rd by Net. Chg. Ad Revenue (66)
39th by Net. Chg. Ad Pages (67)
10th by Net Chg. Avg. Circ. (69)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Market: Data Management (88)
Market: Telecommunications (99)

Model Railroader, Kalmbach Publ. Co.
1984 Frequency: 12x
Folio:400 Rank: 374

Modern Bride, CBS Magazines
1984 Frequency: 6x
Folio:400 Rank: 98
45th by Avg. Newsstand Circ. (12)
5th by Avg. Ad Pages/Copy (18)
18th by Avg. Edit. Pages/Copy (19)
Fastest Growing: News. Revenue (25)
Market: Bridal (36)

Modern Healthcare, Crain Comm. Inc.
1984 Frequency: 16x
Folio:400 Rank: 297
22nd by Net. Chg. Ad Revenue (66)
13th by Net. Chg. Ad Pages (67)
12th by Net Chg. Avg. Circ. (69)
10th by Net Chg. Avg. Sub. Circ. (71)
47th by Avg. Ad Pages/Copy (72)
43rd by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Medical (95)

Modern Materials Handling, Cahners
Publishing Company
1984 Frequency: 18x
Folio:400 Rank: 306

Modern Maturity, Maturity Mags. Group
1984 Frequency: 6x
Folio:400 Rank: 62
39th by Net Chg. Ad Revenue (4)
26th by Subscription Revenue (6)
5th by Average Circulation (8)
1st by Net Chg. Avg. Circ. (9)
2nd by Average Sub. Circ. (10)
1st by Net Chg. Avg. Circ. (11)
20th by Total Annual Circ. (14)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Maturity (47)

Modern Medicine, Modern Medicine
Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 350
50th by Average Circulation (68)
21st by Avg. Ad Pages/Copy (72)
27th by Avg. Edit. Pages/Copy (73)
Market: Medical (95)

Modern Office Technology,
Penton/IPC, Inc.
1984 Frequency: 12x
Folio:400 Rank: 376
33rd by Average Circulation (68)

(Numbers in parentheses refer to sections)

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☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

6th by Net Chg. Avg. Circ. (69)
48th by Avg. Ad Pages/Copy (72)
Fastest Growing: Avg. Circ. (78)
Market: Data Management (88)

Modern Photography, ABC Leisure Magazines, Inc.
1984 Frequency: 12x
Folio:400 Rank: 92
43rd by Net Chg. Avg. Circ. (11)
45th by Ad Revenue (Monthlies) (17)

Modern Plastics, McGraw-Hill Pubs. Co.
1984 Frequency: 12x
Folio:400 Rank: 284
43rd by Sub. Revenue (64)
44th by Average Sub. Circ. (70)
29th by Net Chg. Avg. Sub. Circ. (71)
20th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Sub. Circ. (79)

Modern Salon, Vance Publishing Corp.
1984 Frequency: 12x
Folio:400 Rank: 314
39th by Sub. Revenue (64)
45th by Net. Chg. Ad Pages (67)
46th by Average Circulation (68)
14th by Net Chg. Avg. Circ. (69)
26th by Average Sub. Circ. (70)
3rd by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Fastest Growing: Avg. Sub. Circ. (79)

Money, Time Inc.
1984 Frequency: 12x
Folio:400 Rank: 27
24th by Ad Revenue (2)
11th by Net Chg. Ad Revenue (4)
18th by Subscription Revenue (6)
47th by Newsstand Revenue (7)
47th by Average Circulation (8)
10th by Net Chg. Avg. Circ. (9)
40th by Average Sub. Circ. (10)
10th by Net Chg. Avg. Circ. (11)
46th by Avg. Newsstand Circ. (12)
15th by Net Chg. Avg. News. Circ. (13)
12th by Total Revenue (Monthlies) (15)
27th by Ad Pages (Monthlies) (16)
9th by Ad Revenue (Monthlies) (17)
36th by Avg. Ad Pages/Copy (18)
35th by Avg. Sub. Price (20)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Fastest Growing: News. Circ. (29)
Market: Affluence A (32)
Market: Personal Finance & Mgmt (52)

Moody Monthly, Moody Bible Institute
1984 Frequency: 11x
Folio:400 Rank: 369
50th by Net Chg. Avg. News. Circ. (13)
Fastest Growing: News. Revenue (25)
Fastest Growing: News. Circ. (29)

The Mother Earth News, The Mother Earth News, Inc.
1984 Frequency: 6x
Folio:400 Rank: 129
35th by Avg. Edit. Pages/Copy (19)
Market: Lifestyles (46)

Motor, Hearst Books Business Publishing Group
1984 Frequency: 12x
Folio:400 Rank: 396
46th by Sub. Revenue (64)
45th by Average Circulation (68)
24th by Average Sub. Circ. (70)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Market: Automotive Industry (85)

Motor Boating & Sailing, Hearst Mags.
1984 Frequency: 12x
Folio:400 Rank: 256
33rd by Ad Pages (3)
12th by Net Chg. Ad Pages (5)
12th by Ad Pages (Monthlies) (16)
17th by Avg. Ad Pages/Copy (18)
Fastest Growing: Ad Pages (26)
Market: Affluence B (33)
Market: Sports (54)

Motor Trend, Petersen Publishing Co.
1984 Frequency: 12x
Folio:400 Rank: 88
50th by Total Revenue (Monthlies) (15)
42nd by Ad Revenue (Monthlies) (17)
Market: Automotive (34)

Motorcyclist, Petersen Publishing Co.
1984 Frequency: 12x
Folio:400 Rank: 377
32nd by Net Chg. Avg. News. Circ. (13)
Market: Automotive (34)

Ms., Ms. Foundation for Education and Communication, Inc.
1984 Frequency: 12x
Folio:400 Rank: 213
37th by Net Chg. Avg. News. Circ. (13)
Fastest Growing: News. Revenue (25)
Market: Women-in-Business (57)

Muscle & Fitness, I, Brute Enterprises, Inc.
1984 Frequency: 12x
Folio:400 Rank: 132
29th by Newsstand Revenue (7)
37th by Avg. Newsstand Circ. (12)
38th by Ad Pages (Monthlies) (16)
49th by Avg. Ad Pages/Copy (18)
38th by Avg. Edit. Pages/Copy (19)
25th by Avg. Sub. Price (20)
46th by Annual Newsstand Sales (21)
Consumer Newcomers (30)
Market: Health & Fitness (42)
Market: Sports (54)

Nation's Business, U.S. Chamber of Commerce
1984 Frequency: 12x
Folio:400 Rank: 124
45th by Net Chg. Avg. Circ. (11)
Fastest Growing: Ad Pages (26)
Market: Business & Financial (37)
Market: Newsmagazines (50)

Nation's Restaurant News, Lebhar-Friedman, Inc.
1984 Frequency: 25x
Folio:400 Rank: 186
38th by Total Revenue (62)
36th by Ad Revenue (63)
45th by Sub. Revenue (64)
30th by Ad Pages (65)
44th by Net. Chg. Ad Revenue (66)
9th by Net. Chg. Ad Pages (67)
16th by Net Chg. Avg. Circ. (69)
35th by Average Sub. Circ. (70)
4th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Food Service (92)

National Enquirer, National Enquirer Inc.
1984 Frequency: 52x
Folio:400 Rank: 13
44th by Ad Revenue (2)
3rd by Newsstand Revenue (7)
14th by Average Circulation (8)
4th by Avg. Newsstand Circ. (12)
5th by Total Annual Circ. (14)
2nd by Annual Newsstand Sales (21)
Market: General Interest (41)

National Examiner, Globe Comm. Corp.
1984 Frequency: 52x
Folio:400 Rank: 84
43rd by Net Chg. Ad Pages (5)
15th by Newsstand Revenue (7)
48th by Net Chg. Avg. Circ. (9)
14th by Avg. Newsstand Circ. (12)
10th by Net Chg. Avg. News. Circ. (13)
22nd by Total Annual Circ. (14)
8th by Annual Newsstand Sales (21)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Sub. Circ. (28)
Fastest Growing: News. Circ. (29)
Market: General Interest (41)

National Geographic, National Geographic Society
1984 Frequency: 12x
Folio:400 Rank: 12
42nd by Ad Revenue (2)
4th by Subscription Revenue (6)
6th by Average Circulation (8)
3rd by Average Sub. Circ. (10)
11th by Total Annual Circ. (14)
4th by Total Revenue (Monthlies) (15)
23rd by Ad Revenue (Monthlies) (17)
14th by Avg. Edit. Pages/Copy (19)
Market: Affluence A (32)
Market: General Interest (41)

National Geographic Traveler, National Geographic Society
1984 Frequency: 4x
Folio:400 Rank: 152
49th by Average Sub. Circ. (10)
7th by Avg. Edit. Pages/Copy (19)
Consumer Newcomers (30)
Market: Affluence A (32)
Market: Travel (56)

National Geographic World, National Geographic Society
1984 Frequency: 12x
Folio:400 Rank: 184
44th by Subscription Revenue (6)
35th by Average Sub. Circ. (10)
Market: Youth & Teen (61)

National Home Center News, Lebhar-Friedman, Inc.
1984 Frequency: 25x
Folio:400 Rank: 341
31st by Net. Chg. Ad Revenue (66)
28th by Net. Chg. Ad Pages (67)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Retail Management (98)

National Lampoon, Natl. Lampoon, Inc.
1984 Frequency: 12x
Folio:400 Rank: 247
35th by Net Chg. Avg. Circ. (11)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Sub. Circ. (28)

National Wildlife, Natl. Wildlife Fed.
1984 Frequency: 6x
Folio:400 Rank: 259
32nd by Net Chg. Avg. Circ. (9)
32nd by Net Chg. Avg. Circ. (11)
Market: Science & Nature (53)

Natural History, The Magazine of Natural Science, American Museum of Natural History
1984 Frequency: 12x
Folio:400 Rank: 172
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: Science & Nature (53)

Navy Times, The Army Times Publ. Co.
1984 Frequency: 53x
Folio:400 Rank: 235
27th by Ad Pages (3)
12th by Avg. Sub. Price (20)

New England Journal of Medicine, Massachusetts Medical Society
1984 Frequency: 52x
Folio:400 Rank: 102
10th by Total Revenue (62)
23rd by Ad Revenue (63)
2nd by Sub. Revenue (64)
7th by Ad Pages (65)
30th by Net. Chg. Ad Revenue (66)
7th by Net. Chg. Ad Pages (67)
15th by Average Circulation (68)
17th by Net Chg. Avg. Circ. (69)
15th by Average Sub. Circ. (70)
5th by Net Chg. Avg. Sub. Circ. (71)
Market: Medical (95)

New Equipment Digest, Penton/IPC, Inc.
1984 Frequency: 12x
Folio:400 Rank: 228
42nd by Ad Revenue (63)
16th by Average Circulation (68)
Market: Ind. Prod. & Design Eng. (93)

New Shelter, Rodale Press, Inc.
1984 Frequency: 9x
Folio:400 Rank: 218
49th by Net Chg. Avg. Circ. (9)
49th by Net Chg. Avg. Circ. (11)
49th by Net Chg. Avg. News. Circ. (13)
Market: Home (43)
Market: Men's Service (49)

New Woman, News Group Magazines
1984 Frequency: 12x
Folio:400 Rank: 96
31st by Newsstand Revenue (7)
21st by Avg. Newsstand Circ. (12)
27th by Annual Newsstand Sales (21)
Fastest Growing: News. Circ. (29)
Market: Women's Lifestyles (59)
Market: Women's Service (60)

New York, News Group Magazines
1984 Frequency: 15x
Folio:400 Rank: 45
33rd by Ad Revenue (2)
16th by Ad Pages (3)
42nd by Total Annual Circ. (14)
32nd by Avg. Sub. Price (20)
Market: Affluence A (32)
Market: City & Regional (38)

The New York Times Magazine, The New York Times Company
1984 Frequency: 52x
Folio:400 Rank: 23
13th by Ad Revenue (2)
4th by Ad Pages (3)
8th by Net Chg. Ad Revenue (4)
5th by Net Chg. Ad Pages (5)
43rd by Average Circulation (8)
17th by Total Annual Circ. (14)
Fastest Growing: Ad Pages (26)
Market: Affluence A (32)
Market: Sunday Magazines (55)

The New Yorker, Advance Pubs. Inc.
1984 Frequency: 52x
Folio:400 Rank: 32
23rd by Ad Revenue (2)
10th by Ad Pages (3)
48th by Subscription Revenue (6)
38th by Total Annual Circ. (14)
31st by Avg. Sub. Price (20)
Market: Affluence A (32)
Market: General Interest (41)

Newsweek, Newsweek, Inc.
1984 Frequency: 54x
Folio:400 Rank: 4
3rd by Ad Revenue (2)
15th by Ad Pages (3)
6th by Net Chg. Ad Revenue (4)
6th by Subscription Revenue (6)
23rd by Newsstand Revenue (7)
21st by Average Circulation (8)
13th by Average Sub. Circ. (10)
8th by Total Annual Circ. (14)
21st by Avg. Sub. Price (20)
22nd by Annual Newsstand Sales (21)
Fastest Growing: Sub. Circ. (28)
Market: Newsmagazines (50)

Nursing84, Springhouse Corporation
1984 Frequency: 12x
Folio:400 Rank: 167
29th by Total Revenue (62)
5th by Sub. Revenue (64)
5th by Average Circulation (68)
5th b Average Sub. Circ. (70)
Market: Nursing (97)

The Office, Office Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 334
30th by Average Circulation (68)
9th by Net Chg. Avg. Circ. (69)
26th by Avg. Ad Pages/Copy (72)
41st by Avg. Edit. Pages/Copy (73)
Fastest Growing: Avg. Circ. (78)
Market: Data Management (88)

Oil & Gas Journal, PennWell Publ. Co.
1984 Frequency: 53x
Folio:400 Rank: 153
26th by Total Revenue (62)
27th by Ad Revenue (63)
30th by Sub. Revenue (64)
14th by Ad Pages (65)
38th by Average Sub. Circ. (70)
47th by Net Chg. Avg. Sub. Circ. (71)
47th by Avg. Edit. Pages/Copy (73)

Omni, Omni International, Ltd.
1984 Frequency: 12x
Folio:400 Rank: 67
44th by Newsstand Revenue (7)
14th by Net Chg. Avg. Circ. (11)
41st by Avg. Newsstand Circ. (12)
40th by Total Revenue (Monthlies) (15)
48th by Ad Revenue (Monthlies) (17)
44th by Avg. Sub. Price (20)
48th by Annual Newsstand Sales (21)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Sub. Circ. (28)
Market: Science & Nature (53)

ON CABLE, On Cable Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 187
30th by Net Chg. Avg. Circ. (9)
50th by Average Sub. Circ. (10)
3rd by Net Chg. Avg. Circ. (11)
24th by Avg. Edit. Pages/Copy (19)
Fastest Growing: Total Revenue (22)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: General Interest (41)
Market: Home Entertainment (44)

1,001 Home Ideas, Family Media, Inc.
1984 Frequency: 12x
Folio:400 Rank: 90
32nd by Subscription Revenue (6)
44th by Average Circulation (8)
8th by Net Chg. Avg. Circ. (9)
28th by Average Sub. Circ. (10)
9th by Net Chg. Avg. Circ. (11)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Home (43)

Organic Gardening (Rodale's Organic Gardening as of 8/85), Rodale Press, Inc.
1984 Frequency: 12x
Folio:400 Rank: 105
41st by Subscription Revenue (6)
33rd by Average Sub. Circ. (10)
Market: Home (43)
Market: Lifestyles (46)

Oui, Laurant Publishing, Ltd.
1984 Frequency: 12x
Folio:400 Rank: 209
39th by Newsstand Revenue (7)
4th by Avg. Sub. Price (20)

Our Sunday Visitor, Our Sunday Visitor, Inc.
1984 Frequency: 52x
Folio:400 Rank: 357
28th by Annual Newsstand Sales (21)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)

Outdoor Life, Times Mirror Mags., Inc.
1984 Frequency: 12x
Folio:400 Rank: 64
37th by Subscription Revenue (6)
45th by Average Circulation (8)
34th by Average Sub. Circ. (10)
38th by Total Revenue (Monthlies) (15)
39th by Ad Revenue (Monthlies) (17)
Market: Outdoor (51)

Outside, Mariah Publications Corp.
1984 Frequency: 11x
Folio:400 Rank: 312
Market: Lifestyles (46)
Market: Sports (54)

Packaging, Cahners Publishing Company
1984 Frequency: 13x
Folio:400 Rank: 393
50th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)

Packaging Digest, Delta Commun. Inc.
1984 Frequency: 13x
Folio:400 Rank: 274
26th by Net. Chg. Ad Revenue (66)
22nd by Net. Chg. Ad Pages (67)
24th by Net Chg. Avg. Circ. (69)
36th by Avg. Ad Pages/Copy (72)
35th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)

Pan Am Clipper, East/West Network, Inc.
1984 Frequency: 12x
Folio:400 Rank: 395
19th by Net Chg. Ad Pages (5)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: Affluence B (33)
Market: Inflight (45)

Parade, Parade Publications, Inc.
1984 Frequency: 53x
Folio:400 Rank: 18
1st by Average Circulation (8)
2nd by Net Chg. Avg. Circ. (9)
1st by Total Annual Circ. (14)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Market: Sunday Magazines (55)

Parents, Gruner + Jahr USA Publishing
1984 Frequency: 12x
Folio:400 Rank: 43
38th by Ad Revenue (2)
38th by Net Chg. Ad Revenue (4)
35th by Subscription Revenue (6)
39th by Average Circulation (8)
26th by Average Sub. Circ. (10)
48th by Total Annual Circ. (14)
23rd by Total Revenue (Monthlies) (15)
21st by Ad Revenue (Monthlies) (17)
Market: Women's Service (60)

Patient Care, Patient Care Comm., Inc.
1984 Frequency: 21x
Folio:400 Rank: 294
46th by Sub. Revenue (64)
48th by Avg. Edit. Pages/Copy (73)
Market: Medical (95)

PC, The Independent Guide to IBM Personal Computers, PC Communications Corporation
1984 Frequency: 25x
Folio:400 Rank: 66
39th by Ad Revenue (2)
2nd by Ad Pages (3)
10th by Net Chg. Ad Revenue (4)
1st by Net Chg. Ad Pages (5)
42nd by Net Chg. Avg. Circ. (11)
6th by Avg. Ad Pages/Copy (18)
3rd by Avg. Edit. Pages/Copy (19)
43rd by Avg. Sub. Price (20)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Computing (39)

PC World, PC World Comm., Inc.
1984 Frequency: 14x
Folio:400 Rank: 95
18th by Ad Pages (3)
17th by Net Chg. Ad Revenue (4)
2nd by Net Chg. Ad Pages (5)
18th by Net Chg. Avg. Circ. (9)
20th by Net Chg. Avg. Circ. (11)
30th by Net Chg. Avg. News. Circ. (13)
9th by Avg. Ad Pages/Copy (18)
10th by Avg. Edit. Pages/Copy (19)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Computing (39)

Pensions & Investment Age, Crain Communications Inc.
1984 Frequency: 26x
Folio:400 Rank: 342
41st by Net. Chg. Ad Revenue (66)
38th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
35th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74) ▶

Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)

Penthouse, Penthouse International, Ltd.
1984 Frequency: 12x
Folio:400 Rank: 16
2nd by Newsstand Revenue (7)
18th by Average Circulation (8)
5th by Avg. Newsstand Circ. (12)
41st by Net Chg. Avg. News. Circ. (13)
28th by Total Annual Circ. (14)
6th by Total Revenue (Monthlies) (15)
37th by Ad Revenue (Monthlies) (17)
13th by Avg. Edit. Pages/Copy (19)
24th by Avg. Sub. Price (20)
9th by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)
Fastest Growing: News. Circ. (29)
Market: Men's Lifestyles (48)

People Weekly, Time Inc.
1984 Frequency: 51x
Folio:400 Rank: 3
4th by Ad Revenue (2)
6th by Ad Pages (3)
1st by Net Chg. Ad Revenue (4)
4th by Net Chg. Ad Pages (5)
14th by Subscription Revenue (6)
4th by Newsstand Revenue (7)
24th by Average Circulation (8)
45th by Average Sub. Circ. (10)
11th by Avg. Newsstand Circ. (12)
16th by Net Chg. Avg. News. Circ. (13)
10th by Total Annual Circ. (14)
8th by Avg. Edit. Pages/Copy (19)
7th by Annual Newsstand Sales (21)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: News. Circ. (29)
Market: General Interest (41)
Market: Newsmagazines (50)

Personal Computing, Hayden Publishing Company, Inc.
1984 Frequency: 12x
Folio:400 Rank: 91
31st by Ad Pages (3)
16th by Net Chg. Avg. Circ. (9)
15th by Net Chg. Avg. Circ. (11)
10th by Ad Pages (Monthlies) (16)
43rd by Ad Revenue (Monthlies) (17)
15th by Avg. Ad Pages/Copy (18)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Computing (39)

Petersen's Hunting, Petersen Publ. Co.
1984 Frequency: 12x
Folio:400 Rank: 338
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: Outdoor (51)

Petersen's Photographic, Petersen Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 323

Philadelphia Magazine, Metrocorp
1984 Frequency: 12x
Folio:400 Rank: 261
47th by Ad Pages (3)
22nd by Ad Pages (Monthlies) (16)
28th by Avg. Ad Pages/Copy (18)
Market: Affluence B (33)
Market: City & Regional (38)

Physician's Management, Harcourt Brace Jovanovich Publications
1984 Frequency: 12x
Folio:400 Rank: 331
47th by Ad Pages (65)
30th by Net. Chg. Ad Pages (67)
8th by Avg. Ad Pages/Copy (72)
5th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Market: Medical (95)

Plant Engineering, Technical Publ. Co.
1984 Frequency: 25x
Folio:400 Rank: 205
44th by Total Revenue (62)
33rd by Ad Revenue (63)
43rd by Ad Pages (65)
49th by Net. Chg. Ad Pages (67)
49th by Net Chg. Avg. Circ. (69)
Market: Electronics (90)
Market: Ind. Prod. & Design Eng. (93)

Plastics Technology, Bill Comm., Inc.
1984 Frequency: 13x
Folio:400 Rank: 385
28th by Avg. Edit. Pages/Copy (73)
Business Newcomers (80)

Playbill, Playbill Incorporated
1984 Frequency: 12x
Folio:400 Rank: 220
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Sub. Circ. (28)
Market: City & Regional (38)

Playboy, Playboy Enterprises, Inc.
1984 Frequency: 12x
Folio:400 Rank: 15
25th by Ad Revenue (2)
11th by Subscription Revenue (6)
8th by Newsstand Revenue (7)
15th by Average Circulation (8)
17th by Average Sub. Circ. (10)
8th by Avg. Newsstand Circ. (12)
23rd by Total Annual Circ. (14)
5th by Total Revenue (Monthlies) (15)
10th by Ad Revenue (Monthlies) (17)
8th by Avg. Edit. Pages/Copy (19)
11th by Annual Newsstand Sales (21)
Fastest Growing: Sub. Circ. (28)
Fastest Growing: News. Circ. (29)
Market: Men's Lifestyles (48)

Players, Players International Pubs.
1984 Frequency: 12x
Folio:400 Rank: 324
36th by Avg. Sub. Price (20)

Playgirl, Playgirl, Inc.
1984 Frequency: 12x
Folio:400 Rank: 116
26th by Newsstand Revenue (7)
32nd by Avg. Newsstand Circ. (12)
40th by Annual Newsstand Sales (21)
Market: Women's Lifestyles (59)

Popular Computing, McGraw-Hill Information Systems Company, Computers & Communications Information Group
1984 Frequency: 13x
Folio:400 Rank: 197
41st by Avg. Edit. Pages/Copy (19)
Fastest Growing: Ad Revenue (23)
Market: Computing (39)

Popular Hot Rodding, Argus Publishers Corporation
1984 Frequency: 12x
Folio:400 Rank: 315
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: Automotive (34)

Popular Mechanics, Hearst Magazines
1984 Frequency: 12x
Folio:400 Rank: 49
48th by Ad Revenue (2)
49th by Subscription Revenue (6)
40th by Average Circulation (8)
36th by Average Sub. Circ. (10)
50th by Net Chg. Avg. Circ. (11)
42nd by Avg. Newsstand Circ. (12)
49th by Total Annual Circ. (14)
28th by Total Revenue (Monthlies) (15)
28th by Ad Revenue (Monthlies) (17)
49th by Annual Newsstand Sales (21)
Fastest Growing: Sub. Circ. (28)
Market: Men's Service (49)

Popular Photography, CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 76
46th by Total Annual Circ. (14)
46th by Ad Pages (Monthlies) (16)
33rd by Ad Revenue (Monthlies) (17) ▶

(Numbers in parentheses refer to sections)

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MAGAZINE INDEX

Popular Science, Times Mirror Mags., Inc.
  1984 Frequency: 12x
  Folio:400 Rank: 55
  40th by Subscription Revenue (6)
  35th by Average Circulation (8)
  27th by Average Sub. Circ. (10)
  43rd by Total Annual Circ. (14)
  33rd by Total Revenue (Monthlies) (15)
  36th by Ad Revenue (Monthlies) (17)
  Market: Men's Service (49)
Postgraduate Medicine, McGraw-Hill Book Company
  1984 Frequency: 16x
  Folio:400 Rank: 330
  40th by Average Circulation (68)
  36th by Net Chg. Avg. Circ. (69)
  38th by Avg. Ad Pages/Copy (72)
  17th by Avg. Edit. Pages/Copy (73)
  Market: Medical (95)
Power, McGraw-Hill Publications Co.
  1984 Frequency: 12x
  Folio:400 Rank: 387
  41st by Average Sub. Circ. (70)
  17th by Net Chg. Avg. Sub. Circ. (71)
  Fastest Growing: Sub. Revenue (76)
  Fastest Growing: Avg. Sub. Circ. (79)
Prairie Farmer, Farm Progress Companies
  1984 Frequency: 23x
  Folio:400 Rank: 210
  47th by Total Revenue (62)
  47th by Ad Revenue (63)
  31st by Sub. Revenue (64)
  20th by Average Circulation (68)
  17th by Average Sub. Circ. (70)
Prevention, Rodale Press, Inc.
  1984 Frequency: 12x
  Folio:400 Rank: 39
  16th by Subscription Revenue (6)
  22nd by Average Circulation (8)
  5th by Net Chg. Avg. Circ. (9)
  14th by Average Sub. Circ. (10)
  4th by Net Chg. Avg. Circ. (11)
  47th by Net Chg. Avg. News. Circ. (13)
  30th by Total Annual Circ. (14)
  20th by Total Revenue (Monthlies) (15)
  46th by Ad Revenue (Monthlies) (17)
  Fastest Growing: Sub. Revenue (24)
  Fastest Growing: Avg. Circ. (27)
  Fastest Growing: Sub. Circ. (28)
  Fastest Growing: News. Circ. (29)
  Market: Health & Fitness (42)
  Market: Women's Lifestyles (59)
Product Design & Development, Chilton Company
  1984 Frequency: 12x
  Folio:400 Rank: 337
  32nd by Average Circulation (68)
  Business Newcomers (80)
  Market: Ind. Prod. & Design Eng. (93)
Production Engineering, Penton/IPC, Inc.
  1984 Frequency: 12x
  Folio:400 Rank: 399
  Business Newcomers (80)
  Market: Ind. Prod. & Design Eng. (93)
Professional Builder, Cahners Publishing Company
  1984 Frequency: 13x
  Folio:400 Rank: 231
  43rd by Ad Revenue (63)
  37th by Average Circulation (68)
  35th by Avg. Ad Pages/Copy (72)
  Business Newcomers (80)
  Market: Architecture & Building (84)
Progressive Architecture, Reinhold Publishing Company
  1984 Frequency: 12x
  Folio:400 Rank: 321
  36th by Sub. Revenue (64)
  32nd by Net Chg. Avg. Circ. (69)
  34th by Average Sub. Circ. (70)
  11th by Net Chg. Avg. Sub. Circ. (71)
  Fastest Growing: Sub. Revenue (76)
  Fastest Growing: Avg. Circ. (78)
  Fastest Growing: Avg. Sub. Circ. (79)
  Market: Architecture & Building (84)
Progressive Farmer, Southern Progress Corporation
  1984 Frequency: 12x
  Folio:400 Rank: 133
  18th by Total Revenue (62)
  29th by Ad Revenue (63)
  10th by Sub. Revenue (64)
  4th by Average Circulation (68)
  3rd by Average Sub. Circ. (70)
Progressive Grocer, Maclean Hunter Media, Inc.
  1984 Frequency: 16x
  Folio:400 Rank: 301
  Market: Retail Management (98)
Psychology Today, The American Psychological Association
  1984 Frequency: 12x
  Folio:400 Rank: 130
  Market: General Interest (41)
  Market: Science & Nature (53)
Publishers Weekly, R.R. Bowker Co.
  1984 Frequency: 51x
  Folio:400 Rank: 295
  24th by Sub. Revenue (64)
  28th by Ad Pages (65)
  18th by Net. Chg. Ad Pages (67)
  49th by Average Sub. Circ. (70)
  31st by Net Chg. Avg. Sub. Circ. (71)
  Fastest Growing: Sub. Revenue (76)
  Fastest Growing: Avg. Sub. Circ. (79)
Purchasing Magazine, Cahners Publ. Co.
  1984 Frequency: 24x
  Folio:400 Rank: 214
  48th by Total Revenue (62)
  38th by Ad Revenue (63)
  34th by Ad Pages (65)
  33rd by Net. Chg. Ad Revenue (66)
  44th by Net. Chg. Ad Pages (67)
The Quarter Horse Journal, American Quarter Horse Association
  1984 Frequency: 12x
  Folio:400 Rank: 388
  5th by Ad Pages (3)
  1st by Ad Pages (Monthlies) (16)
  1st by Avg. Ad Pages/Copy (18)
  1st by Avg. Edit. Pages/Copy (19)
  Consumer Newcomers (30)
  Market: Affluence B (33)
  Market: Lifestyles (46)
Reader's Digest, The Reader's Digest Association, Inc.
  1984 Frequency: 12x
  Folio:400 Rank: 6
  11th by Ad Revenue (2)
  19th by Net Chg. Ad Revenue (4)
  3rd by Subscription Revenue (6)
  24th by Newsstand Revenue (7)
  2nd by Average Circulation (8)
  1st by Average Sub. Circ. (10)
  15th by Avg. Newsstand Circ. (12)
  6th by Total Annual Circ. (14)
  1st by Total Revenue (Monthlies) (15)
  3rd by Ad Revenue (Monthlies) (17)
  6th by Avg. Edit. Pages/Copy (19)
  18th by Annual Newsstand Sales (21)
  Market: General Interest (41)
real estate today, National Association of Realtors
  1984 Frequency: 9x
  Folio:400 Rank: 177
  32nd by Total Revenue (62)
  1st by Sub. Revenue (64)
  3rd by Average Circulation (68)
  1st by Net Chg. Avg. Circ. (69)
  2nd by Average Sub. Circ. (70)
  1st by Net Chg. Avg. Sub. Circ. (71)
  Fastest Growing: Ad Revenue (75)
  Fastest Growing: Ad Pages (77)
  Fastest Growing: Avg. Sub. Circ. (79)
  Market: Bus. & Cons. Services (86)
Redbook, Hearst Magazines
  1984 Frequency: 12x
  Folio:400 Rank: 28
  27th by Ad Revenue (2)
  23rd by Net Chg. Ad Revenue (4)
  21st by Net Chg. Ad Pages (5)
  35th by Newsstand Revenue (7)
  17th by Average Circulation (8)
  11th by Average Sub. Circ. (10)
  12th by Net Chg. Avg. News. Circ. (13)
  25th by Total Annual Circ. (14)
  13th by Total Revenue (Monthlies) (15)
  45th by Ad Pages (Monthlies) (16)
  12th by Ad Revenue (Monthlies) (17)
  25th by Annual Newsstand Sales (21)
  Fastest Growing: News. Revenue (25)
  Fastest Growing: News. Circ. (29)
  Market: Women-in-Business (57)
  Market: Women's Service (60)
Research & Development, Technical Publishing Company
  1984 Frequency: 12x
  Folio:400 Rank: 292
  18th by Net Chg. Avg. Circ. (69)
  31st by Avg. Ad Pages/Copy (72)
  Fastest Growing: Avg. Circ. (78)
  Market: Electronics (90)
  Market: Ind. Prod. & Design Eng. (93)
Restaurant Business, Bill Communications, Inc.
  1984 Frequency: 18x
  Folio:400 Rank: 180
  33rd by Total Revenue (62)
  25th by Ad Revenue (63)
  26th by Ad Pages (65)
  24th by Net. Chg. Ad Revenue (66)
  16th by Net. Chg. Ad Pages (67)
  30th by Net Chg. Avg. Circ. (69)
  16th by Avg. Ad Pages/Copy (72)
  38th by Avg. Edit. Pages/Copy (73)
  Fastest Growing: Avg. Circ. (78)
  Market: Food Service (92)
Restaurant Hospitality, Penton/IPC, Inc.
  1984 Frequency: 12x
  Folio:400 Rank: 304
  38th by Net. Chg. Ad Revenue (66)
  7th by Net Chg. Avg. Circ. (69)
  46th by Avg. Ad Pages/Copy (72)
  Fastest Growing: Total Revenue (74)
  Fastest Growing: Ad Revenue (75)
  Fastest Growing: Avg. Circ. (78)
  Market: Food Service (92)
Restaurants & Institutions, Cahners Publishing Company
  1984 Frequency: 26x
  Folio:400 Rank: 80
  5th by Total Revenue (62)
  3rd by Ad Revenue (63)
  10th by Ad Pages (65)
  1st by Net. Chg. Ad Revenue (66)
  5th by Net. Chg. Ad Pages (67)
  42nd by Average Circulation (68)
  4th by Net Chg. Avg. Circ. (69)
  10th by Avg. Ad Pages/Copy (72)
  6th by Avg. Edit. Pages/Copy (73)
  Fastest Growing: Total Revenue (74)
  Fastest Growing: Ad Revenue (75)
  Fastest Growing: Ad Pages (77)
  Fastest Growing: Avg. Circ. (78)
  Market: Food Service (92)

(Numbers in parentheses refer to sections)

RN, Medical Economics Company, Inc.
1984 Frequency: 12x
Folio:400 Rank: 277
9th by Sub. Revenue (64)
8th by Average Circulation (68)
6th by Average Sub. Circ. (70)
Market: Nursing (97)

Road & Track, CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 68
46th by Net Chg. Ad Revenue (4)
41st by Total Revenue (Monthlies) (15)
40th by Ad Pages (Monthlies) (16)
32nd by Ad Revenue (Monthlies) (17)
Fastest Growing: News. Circ. (29)
Market: Automotive (34)

Rodale's Organic Gardening, see Organic Gardening

Rolling Stone, Straight Arrow Publishers Inc.
1984 Frequency: 24x
Folio:400 Rank: 54
42nd by Newsstand Revenue (7)
47th by Net Chg. Avg. Circ. (9)
34th by Net Chg. Avg. News. Circ. (13)
50th by Total Annual Circ. (14)
32nd by Annual Newsstand Sales (21)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Circ. (29)
Market: General Interest (41)
Market: Lifestyles (46)

Runner's World, Rodale Press, Inc.
1984 Frequency: 13x
Folio:400 Rank: 159
Fastest Growing: News. Revenue (25)
Market: Lifestyles (46)
Market: Sports (54)

SAIL, Sail Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 162
46th by Ad Pages (3)
23rd by Net Chg. Ad Pages (5)
21st by Ad Pages (Monthlies) (16)
29th by Avg. Ad Pages/Copy (18)
46th by Avg. Sub. Price (20)
Market: Lifestyles (46)
Market: Sports (54)

S&MM, see Sales & Marketing Management

Sales & Marketing Management (S&MM), Bill Communications, Inc.
1984 Frequency: 16x
Folio:400 Rank: 308
37th by Sub. Revenue (64)
40th by Net. Chg. Ad Pages (67)
48th by Average Sub. Circ. (70)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Market: Marketing (94)

San Diego Magazine, San Diego Magazine Publ. Co., Inc.
1984 Frequency: 12x
Folio:400 Rank: 354
35th by Ad Pages (3)
29th by Net Chg. Ad Pages (5)
13th by Ad Pages (Monthlies) (16)
18th by Avg. Ad Pages/Copy (18)
20th by Avg. Edit. Pages/Copy (19)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: Affluence B (33)
Market: City & Regional (38)

The Saturday Evening Post, Benjamin Franklin Literary & Medical Society
1984 Frequency: 9x
Folio:400 Rank: 188
39th by Net Chg. Avg. Circ. (9)
24th by Net Chg. Avg. Circ. (11)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Sub. Circ. (28)
Market: General Interest (41)

Savvy, Family Media, Inc.
1984 Frequency: 12x
Folio:400 Rank: 280
Fastest Growing: News. Circ. (29)
Market: Business & Financial (37)
Market: Women-in-Business (57)

Science, American Association for the Advancement of Science
1984 Frequency: 51x
Folio:400 Rank: 192
39th by Total Revenue (62)
13th by Sub. Revenue (64)
41st by Net. Chg. Ad Pages (67)
29th by Average Circulation (68)
19th by Average Sub. Circ. (70)

Science Digest, Hearst Magazines
1984 Frequency: 12x
Folio:400 Rank: 166
48th by Net Chg. Avg. Circ. (11)
Market: Men's Lifestyles (48)
Market: Science & Nature (53)

Science 84, American Association for the Advancement of Science
1984 Frequency: 10x
Folio:400 Rank: 136
36th by Net Chg. Avg. News. Circ. (13)
Market: Science & Nature (53)

Scientific American, Scientific American, Inc.
1984 Frequency: 12x
Folio:400 Rank: 75
46th by Subscription Revenue (6)
45th by Total Revenue (Monthlies) (15)
44th by Ad Revenue (Monthlies) (17)
40th by Avg. Sub. Price (20)
Market: Business & Financial (37)
Market: Science & Nature (53)

Self, The Conde Nast Publications Inc.
1984 Frequency: 12x
Folio:400 Rank: 52
26th by Net Chg. Ad Revenue (4)
22nd by Net Chg. Ad Pages (5)
32nd by Newsstand Revenue (7)
23rd by Avg. Newsstand Circ. (12)
31st by Total Revenue (Monthlies) (15)
47th by Ad Pages (Monthlies) (16)
34th by Ad Revenue (Monthlies) (17)
30th by Annual Newsstand Sales (21)
Fastest Growing: Ad Revenue (23)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Market: Women-in-Business (57)
Market: Women's Lifestyles (59)

Sesame Street, Children's Television Workshop
1984 Frequency: 10x
Folio:400 Rank: 229
Market: Youth & Teen (61)

Seventeen, Triangle Comm., Inc.
1984 Frequency: 12x
Folio:400 Rank: 36
36th by Ad Revenue (2)
29th by Net Chg. Ad Revenue (4)
30th by Net Chg. Ad Pages (5)
36th by Subscription Revenue (6)
46th by Newsstand Revenue (7)
37th by Average Circulation (8)
17th by Net Chg. Avg. Circ. (9)
39th by Average Sub. Circ. (10)
11th by Net Chg. Avg. Circ. (11)
26th by Avg. Newsstand Circ. (12)
46th by Total Annual Circ. (14)
18th by Total Revenue (Monthlies) (15)
30th by Ad Pages (Monthlies) (16)
19th by Ad Revenue (Monthlies) (17)
39th by Avg. Ad Pages/Copy (18)
33rd by Annual Newsstand Sales (21)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Youth & Teen (61)

Shape, Shape Magazine, Inc.
1984 Frequency: 12x
Folio:400 Rank: 178
38th by Net Chg. Ad Pages (5)
48th by Newsstand Revenue (7)
25th by Net Chg. Avg. Circ. (9)
36th by Avg. Newsstand Circ. (12)
3rd by Net Chg. Avg. News. Circ. (13)
45th by Annual Newsstand Sales (21)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: News. Circ. (29)
Market: Health & Fitness (42)
Market: Women's Lifestyles (59)

Shooting Times, PJS Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 383
Market: Outdoor (51)

Signature, Citicorp Publishing
1984 Frequency: 12x
Folio:400 Rank: 125
28th by Net Chg. Avg. Circ. (9)
29th by Net Chg. Avg. Circ. (11)
Fastest Growing: Sub. Revenue (24)
Market: Affluence A (32)
Market: Travel (56)

Ski, Times Mirror Magazines, Inc.
1984 Frequency: 8x
Folio:400 Rank: 145
42nd by Net Chg. Ad Pages (5)
45th by Avg. Ad Pages/Copy (18)
Fastest Growing: Ad Pages (26)
Market: Sports (54)

Skiing, CBS Magazines
1984 Frequency: 7x
Folio:400 Rank: 147
25th by Avg. Ad Pages/Copy (18)
Market: Sports (54)

Skin Diver, Petersen Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 283
Market: Sports (54)

Smithsonian, Smithsonian Institution
1984 Frequency: 12x
Folio:400 Rank: 33
40th by Ad Revenue (2)
37th by Net Chg. Ad Revenue (4)
15th by Subscription Revenue (6)
30th by Average Circulation (8)
12th by Net Chg. Avg. Circ. (9)
19th by Average Sub. Circ. (10)
12th by Net Chg. Avg. Circ. (11)
39th by Total Annual Circ. (14)
15th by Total Revenue (Monthlies) (15)
22nd by Ad Revenue (Monthlies) (17)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Fastest Growing: News. Circ. (29)
Market: Affluence A (32)
Market: General Interest (41)

Soap Opera Digest, Network Publishing Corporation
1984 Frequency: 26x
Folio:400 Rank: 104
28th by Newsstand Revenue (7)
19th by Net Chg. Avg. Circ. (9)
31st by Avg. Newsstand Circ. (12)
4th by Net Chg. Avg. News. Circ. (13)
44th by Total Annual Circ. (14)
25th by Avg. Edit. Pages/Copy (19)
17th by Annual Newsstand Sales (21)
Fastest Growing: Total Revenue (22)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: News. Circ. (29)
Market: Women's Lifestyles (59)

Soldier of Fortune, Omega Group, Ltd.
1984 Frequency: 12x
Folio:400 Rank: 317
33rd by Avg. Sub. Price (20)
Market: Men's Lifestyles (48)

Southern Accents, W.R.C. Smith Publ. Co.
1984 Frequency: 6x
Folio:400 Rank: 347
Consumer Newcomers (30)
Market: City & Regional (38)
Market: Home (43)

Southern Living, Southern Progress Corp.
1984 Frequency: 12x
Folio:400 Rank: 29
26th by Ad Revenue (2)
30th by Net Chg. Ad Revenue (4) ▶

(Numbers in parentheses refer to sections)

17th by Subscription Revenue (6)
28th by Average Circulation (8)
44th by Net Chg. Avg. Circ. (9)
18th by Average Sub. Circ. (10)
18th by Net Chg. Avg. News. Circ. (13)
37th by Total Annual Circ. (14)
14th by Total Revenue (Monthlies) (15)
25th by Ad Pages (Monthlies) (16)
11th by Ad Revenue (Monthlies) (17)
34th by Avg. Ad Pages/Copy (18)
32nd by Avg. Edit. Pages/Copy (19)
Fastest Growing: News. Revenue (25)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Fastest Growing: News. Circ. (29)
Market: City & Regional (38)
Market: Home (43)

Spectrum, The Institute of Electrical & Electronic Engineers, Inc.
1984 Frequency: 12x
Folio:400 Rank: 278
44th by Net Chg. Ad Pages (5)
50th by Ad Pages (Monthlies) (16)
Fastest Growing: Total Revenue (22)
Fastest Growing: Avg. Circ. (27)
Market: Science & Nature (53)

Sport, Sports Media Corporation
1984 Frequency: 12x
Folio:400 Rank: 108
Market: Sports (54)

The Sporting News, The Sporting News Publishing Company
1984 Frequency: 52x
Folio:400 Rank: 77
27th by Subscription Revenue (6)
26th by Net Chg. Avg. Circ. (9)
23rd by Net Chg. Avg. Circ. (11)
32nd by Total Annual Circ. (14)
19th by Avg. Sub. Price (20)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Newsmagazines (50)
Market: Sports (54)

Sports Afield, Hearst Magazines
1984 Frequency: 12x
Folio:400 Rank: 121
Market: Outdoor (51)

Sports Illustrated, Time Inc.
1984 Frequency: 54x
Folio:400 Rank: 5
5th by Ad Revenue (2)
14th by Ad Pages (3)
2nd by Net Chg. Ad Revenue (4)
11th by Net Chg. Ad Pages (5)
5th by Subscription Revenue (6)
34th by Newsstand Revenue (7)
25th by Average Circulation (8)
6th by Net Chg. Avg. Circ. (9)
15th by Average Sub. Circ. (10)
8th by Net Chg. Avg. Circ. (11)
29th by Net Chg. Avg. News. Circ. (13)
9th by Total Annual Circ. (14)
7th by Avg. Sub. Price (20)
34th by Annual Newsstand Sales (21)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Fastest Growing: News. Circ. (29)
Market: Newsmagazines (50)
Market: Sports (54)

STAR, News Group Magazines
1984 Frequency: 52x
Folio:400 Rank: 25
7th by Newsstand Revenue (7)
19th by Average Circulation (8)
6th by Avg. Newsstand Circ. (12)
7th by Total Annual Circ. (14)
3rd by Annual Newsstand Sales (21)
Market: General Interest (41)

Stereo Review, CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 131
Market: Home Entertainment (44)

SUCCESS! The Magazine for Achievers, Success Magazine Company
1984 Frequency: 12x
Folio:400 Rank: 363
Fastest Growing: Total Revenue (22)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Business & Financial (37)
Market: Personal Finance & Mgmt (52)

Successful Farming, Meredith Corp.
1984 Frequency: 13x
Folio:400 Rank: 120
14th by Total Revenue (62)
16th by Ad Revenue (63)
17th by Sub. Revenue (64)
2nd by Average Circulation (68)
4th by Average Sub. Circ. (70)

Successful Meetings, Bill Comm., Inc.
1984 Frequency: 12x
Folio:400 Rank: 276
37th by Net. Chg. Ad Revenue (66)
42nd by Net. Chg. Ad Pages (67)
45th by Avg. Ad Pages/Copy (72)
11th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Pages (77)

Sunset, Lane Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 35
28th by Ad Revenue (2)
40th by Ad Pages (3)
42nd by Subscription Revenue (6)
37th by Average Sub. Circ. (10)
17th by Total Revenue (Monthlies) (15)
16th by Ad Pages (Monthlies) (16)
13th by Ad Revenue (Monthlies) (17)
21st by Avg. Ad Pages/Copy (18)
Fastest Growing: Sub. Revenue (24)
Market: City & Regional (38)
Market: Home (43)

Supermarket News, Fairchild Pubs.
1984 Frequency: 52x
Folio:400 Rank: 233
46th by Ad Revenue (63)
43rd by Average Sub. Circ. (70)
45th by Net Chg. Avg. Sub. Circ. (71)
Market: Retail Management (98)

Swank, Swank Magazine Corporation
1984 Frequency: 12x
Folio:400 Rank: 349

'Teen, Petersen Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 113
49th by Avg. Newsstand Circ. (12)
Market: Youth & Teen (61)

Telephone Engineer & Management, Harcourt Brace Jovanovich Pubs.
1984 Frequency: 24x
Folio:400 Rank: 389
29th by Ad Pages (65)
21st by Net. Chg. Ad Pages (67)
46th by Net Chg. Avg. Circ. (69)
49th by Avg. Ad Pages/Copy (72)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Market: Telecommunications (99)

Telephony, Telephony Publishing Corp.
1984 Frequency: 53x
Folio:400 Rank: 266
11th by Ad Pages (65)
39th by Net. Chg. Ad Revenue (66)
10th by Net. Chg. Ad Pages (67)
33rd by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Total Revenue (74)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Circ. (78)
Market: Telecommunications (99)

Tennis, Golf Digest/Tennis, Inc.
1984 Frequency: 12x
Folio:400 Rank: 118
Market: Sports (54)

Texas Homes, Southwest Media Corp.
1984 Frequency: 12x
Folio:400 Rank: 382
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: City & Regional (38)
Market: Home (43)

Texas Monthly, Texas Monthly, Inc.
1984 Frequency: 12x
Folio:400 Rank: 119
44th by Ad Pages (3)
31st by Net Chg. Ad Pages (5)
19th by Ad Pages (Monthlies) (16)
50th by Ad Revenue (Monthlies) (17)
24th by Avg. Ad Pages/Copy (18)
49th by Avg. Edit. Pages/Copy (19)
Market: Affluence B (33)
Market: City & Regional (38)

TIME, Time Inc.
1984 Frequency: 53x
Folio:400 Rank: 2
1st by Ad Revenue (2)
17th by Ad Pages (3)
3rd by Net Chg. Ad Revenue (4)
48th by Net Chg. Ad Pages (5)
2nd by Subscription Revenue (6)
16th by Newsstand Revenue (7)
13th by Average Circulation (8)
7th by Average Sub. Circ. (10)
4th by Total Annual Circ. (14)
5th by Avg. Edit. Pages/Copy (19)
16th by Annual Newsstand Sales (21)
Fastest Growing: Sub. Revenue (24)
Market: Newsmagazines (50)

Tooling & Production, Huebner Pubs., Inc.
1984 Frequency: 12x
Folio:400 Rank: 398
30th by Avg. Ad Pages/Copy (72)
Business Newcomers (80)
Market: Metals (96)

Town & Country, Hearst Magazines
1984 Frequency: 12x
Folio:400 Rank: 69
49th by Ad Revenue (2)
32nd by Ad Pages (3)
36th by Net Chg. Ad Revenue (4)
40th by Net Chg. Avg. News. Circ. (13)
42nd by Total Revenue (Monthlies) (15)
11th by Ad Pages (Monthlies) (16)
29th by Ad Revenue (Monthlies) (17)
16th by Avg. Ad Pages/Copy (18)
43rd by Avg. Edit. Pages/Copy (19)
Fastest Growing: Total Revenue (22)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Circ. (29)
Market: Affluence A (32)
Market: Women's Lifestyles (59)

Trailer Life, TL Enterprises, Inc.
1984 Frequency: 12x
Folio:400 Rank: 238
28th by Net Chg. Ad Pages (5)
31st by Ad Pages (Monthlies) (16)
40th by Avg. Ad Pages/Copy (18)
Fastest Growing: Ad Revenue (23)
Market: Lifestyles (46)

The Travel Agent, The American Traveler, Inc.
1984 Frequency: 160x
Folio:400 Rank: 183
36th by Total Revenue (62)
30th by Ad Revenue (63)
1st by Ad Pages (65)
48th by Net Chg. Avg. Circ. (69)
20th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Circ. (78)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Bus. & Cons. Services (86)

Travel & Leisure, American Express Publishing Corporation
1984 Frequency: 12x
Folio:400 Rank: 47
46th by Ad Revenue (2)
34th by Net Chg. Ad Revenue (4)
27th by Net Chg. Ad Pages (5)
29th by Subscription Revenue (6)
48th by Average Sub. Circ. (10)
26th by Total Revenue (Monthlies) (15)
36th by Ad Pages (Monthlies) (16)
26th by Ad Revenue (Monthlies) (17)
46th by Avg. Ad Pages/Copy (18)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: Affluence A (32)
Market: Travel (56)

Travel-Holiday, Travel Magazine, Inc.
1984 Frequency: 12x
Folio:400 Rank: 195
Market: Travel (56)

(Numbers in parentheses refer to sections)

True Story, MacFadden Women's Group
1984 Frequency: 12x
Folio:400 Rank: 97
46th by Average Circulation (8)
38th by Average Sub. Circ. (10)
47th by Avg. Newsstand Circ. (12)
Market: Women's Lifestyles (59)

TV Guide, Triangle Publications, Inc.
1984 Frequency: 52x
Folio:400 Rank: 1
2nd by Ad Revenue (2)
9th by Ad Pages (3)
4th by Net Chg. Ad Revenue (4)
32nd by Net Chg. Ad Pages (5)
1st by Subscription Revenue (6)
1st by Newsstand Revenue (7)
3rd by Average Circulation (8)
35th by Net Chg. Avg. Circ. (9)
4th by Average Sub. Circ. (10)
2nd by Net Chg. Avg. Circ. (11)
1st by Avg. Newsstand Circ. (12)
2nd by Total Annual Circ. (14)
16th by Avg. Edit. Pages/Copy (19)
42nd by Avg. Sub. Price (20)
1st by Annual Newsstand Sales (21)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Sub. Circ. (28)
Fastest Growing: News. Circ. (29)
Market: General Interest (41)
Market: Newsmagazines (50)

TWA Ambassador, Paulsen Publishing, Inc.
1984 Frequency: 12x
Folio:400 Rank: 352
Fastest Growing: Total Revenue (22)
Market: Affluence B (33)
Market: Inflight (45)

U.S.News & World Report, U.S.News & World Report, Inc.
1984 Frequency: 52x
Folio:400 Rank: 14
16th by Ad Revenue (2)
42nd by Ad Pages (3)
24th by Net Chg. Ad Revenue (4)
8th by Subscription Revenue (6)
29th by Average Circulation (8)
20th by Average Sub. Circ. (10)
13th by Total Annual Circ. (14)
18th by Avg. Sub. Price (20)
Fastest Growing: Sub. Revenue (24)
Market: Newsmagazines (50)

United, East/West Network, Inc.
1984 Frequency: 12x
Folio:400 Rank: 160
26th by Net Chg. Ad Pages (5)
35th by Ad Pages (Monthlies) (16)
44th by Avg. Ad Pages/Copy (18)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: Inflight (45)

US, US Magazine Company
1984 Frequency: 28x
Folio:400 Rank: 74
22nd by Newsstand Revenue (7)
25th by Avg. Newsstand Circ. (12)
35th by Total Annual Circ. (14)
14th by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)
Market: General Interest (41)

USA WEEKEND, see Family Weekly

Vanity Fair, The Conde Nast Pubs. Inc.
1984 Frequency: 12x
Folio:400 Rank: 262
31st by Net Chg. Avg. News. Circ. (13)
9th by Avg. Edit. Pages/Copy (19)
Market: Affluence B (33)
Market: General Interest (41)

Venture, Venture Magazine Inc.
1984 Frequency: 12x
Folio:400 Rank: 168
47th by Net Chg. Ad Revenue (4)
17th by Net Chg. Ad Pages (5)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Ad Pages (26)
Fastest Growing: Sub. Circ. (28)
Market: Affluence B (33)
Market: Business & Financial (37)

VFW Magazine, Veterans of Foreign Wars of the United States
1984 Frequency: 11x
Folio:400 Rank: 356
33rd by Average Circulation (8)
23rd by Average Sub. Circ. (10)
Fastest Growing: Total Revenue (22)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Sub. Circ. (28)
Market: Maturity (47)

Video, Reese Communications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 254
49th by Net Chg. Ad Pages (5)
33rd by Net Chg. Avg. News. Circ. (13)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Market: Home Entertainment (44)

Video Review, Viare Publishing
1984 Frequency: 12x
Folio:400 Rank: 211
22nd by Net Chg. Avg. Circ. (9)
19th by Net Chg. Avg. Circ. (11)
Fastest Growing: Total Revenue (22)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Home Entertainment (44)

Vogue, The Conde Nast Publications Inc.
1984 Frequency: 12x
Folio:400 Rank: 26
21st by Ad Revenue (2)
12th by Ad Pages (3)
18th by Net Chg. Ad Revenue (4)
8th by Net Chg. Ad Pages (5)
14th by Newsstand Revenue (7)
45th by Net Chg. Avg. Circ. (9)
19th by Avg. Newsstand Circ. (12)
7th by Net Chg. Avg. News. Circ. (13)
11th by Total Revenue (Monthlies) (15)
2nd by Ad Pages (Monthlies) (16)
7th by Ad Revenue (Monthlies) (17)
4th by Avg. Ad Pages/Copy (18)
5th by Avg. Edit. Pages/Copy (19)
24th by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: News. Circ. (29)
Market: Women's Fashion (58)
Market: Women's Lifestyles (59)

W, Fairchild Publications
1984 Frequency: 26x
Folio:400 Rank: 101
45th by Net Chg. Ad Revenue (4)
40th by Net Chg. Ad Pages (5)
34th by Avg. Sub. Price (20)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Market: Affluence B (33)
Market: Women's Fashion (58)

(Numbers in parentheses refer to sections)

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- **Wallaces Farmer**, Farm Progress Companies
  - 1984 Frequency: 23x
  - Folio:400 Rank: 316
  - 27th by Average Sub. Circ. (70)
- **The Washingtonian Magazine**, Washington Magazine, Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 248
  - 28th by Ad Pages (3)
  - 21st by Net Chg. Ad Pages (5)
  - 8th by Ad Pages (Monthlies) (16)
  - 13th by Avg. Ad Pages/Copy (18)
  - 31st by Avg. Edit. Pages/Copy (19)
  - Market: City & Regional (38)
- **Weight Watcher's Magazine**, W/W Twentyfirst Corporation
  - 1984 Frequency: 12x
  - Folio:400 Rank: 169
  - 27th by Net Chg. Avg. Circ. (9)
  - 36th by Net Chg. Avg. Circ. (11)
  - 22nd by Net Chg. Avg. News. Circ. (13)
  - Fastest Growing: Ad Revenue (23)
  - Fastest Growing: News. Revenue (25)
  - Fastest Growing: Ad Pages (26)
  - Fastest Growing: News. Circ. (29)
  - Market: Health & Fitness (42)
- **Woman's Day**, CBS Magazines
  - 1984 Frequency: 15x
  - Folio:400 Rank: 11
  - 14th by Ad Revenue (2)
  - 41st by Net Chg. Ad Revenue (4)
  - 6th by Newsstand Revenue (7)
  - 9th by Average Circulation (8)
  - 3rd by Avg. Newsstand Circ. (12)
  - 14th by Total Annual Circ. (14)
  - 5th by Annual Newsstand Sales (21)
  - Fastest Growing: Sub. Revenue (24)
  - Fastest Growing: News. Revenue (25)
  - Fastest Growing: Sub. Circ. (28)
  - Fastest Growing: News. Circ. (29)
  - Market: Women's Service (60)
- **Women's Wear Daily**, Fairchild Pubs.
  - 1984 Frequency: 250x
  - Folio:400 Rank: 70
  - 2nd by Total Revenue (62)
  - 2nd by Ad Revenue (63)
  - 21st by Sub. Revenue (64)
  - 2nd by Ad Pages (65)
  - 15th by Net. Chg. Ad Revenue (66)
  - 36th by Net. Chg. Ad Pages (67)
  - 39th by Average Sub. Circ. (70)
  - 26th by Net Chg. Avg. Sub. Circ. (71)
  - Market: Apparel (83)
- **The Workbasket, and Home Arts Magazine**, Modern Handcraft, Inc.
  - 1984 Frequency: 10x
  - Folio:400 Rank: 237
  - 36th by Average Circulation (8)
  - 24th by Average Sub. Circ. (10)
  - Market: Women's Service (60)
- **Workbench, The Do-It-Yourself Magazine**, Modern Handcraft, Inc.
  - 1984 Frequency: 6x
  - Folio:400 Rank: 296
  - Market: Home (43)
  - Market: Men's Service (49)
- **Working Mother**, The McCall Publ. Co.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 135
  - 29th by Net Chg. Avg. Circ. (9)
  - 27th by Net Chg. Avg. Circ. (11)
  - Fastest Growing: Total Revenue (22)
  - Fastest Growing: Sub. Revenue (24)
  - Fastest Growing: Avg. Circ. (27)
  - Fastest Growing: Sub. Circ. (28)
  - Market: Women-in-Business (57)
  - Market: Women's Service (60)
- **Working Woman**, Hal Publications
  - 1984 Frequency: 12x
  - Folio:400 Rank: 87
  - 43rd by Net Chg. Ad Revenue (4)
  - 24th by Net Chg. Avg. Circ. (9)
  - 22nd by Net Chg. Avg. Circ. (11)
  - 49th by Total Revenue (Monthlies) (15)
  - 37th by Ad Pages (Monthlies) (16)
  - 41st by Ad Revenue (Monthlies) (17)
  - 48th by Avg. Ad Pages/Copy (18)
  - Fastest Growing: Total Revenue (22)
  - Fastest Growing: Ad Revenue (23)
  - Fastest Growing: Avg. Circ. (27)
  - Fastest Growing: Sub. Circ. (28)
  - Market: Business & Financial (37)
  - Market: Women's Lifestyles (59)
- **World Tennis**, Family Media, Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 239
  - Market: Sports (54)
- **Yachting**, CBS Magazines
  - 1984 Frequency: 12x
  - Folio:400 Rank: 191
  - 25th by Ad Pages (3)
  - 15th by Net Chg. Ad Pages (5)
  - 6th by Ad Pages (Monthlies) (16)
  - 11th by Avg. Ad Pages/Copy (18)
  - Market: Lifestyles (46)
  - Market: Sports (54)
- **Yankee**, Yankee Publishing Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 123
  - 50th by Subscription Revenue (6)
  - 45th by Avg. Edit. Pages/Copy (19)
  - Market: City & Regional (38)
  - Market: General Interest (41)
- **Young Miss**, Gruner + Jahr USA Publishing
  - 1984 Frequency: 10x
  - Folio:400 Rank: 175
  - Consumer Newcomers (30)
  - Market: Youth & Teen (61)

(Numbers in parentheses refer to sections)

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The corporate index includes only magazines ranking among The FOLIO:400.

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- **ABC Publishing**, see American Broadcasting Companies, Inc.
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- **Ahl Computing, Inc.**, see Ziff-Davis Publishing Company
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  - AOPA Pilot
- **American Academy of Family Physicians**
  - American Family Physician
- **American Airlines, Inc.**, see AMR Corporation
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  - Science 84
- **American Association of Retired Persons**
  - **Maturity Magazines Group**
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  - American Banker
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      - Modern Photography
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      - Iron Age
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    - **COMPUTE! Publications, Inc.**
      - COMPUTE!
      - COMPUTE!'s Gazette
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      - Prairie Farmer
      - Wallaces Farmer
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      - Infosystems
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  - Chemical & Engineering News
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  - Annals of Internal Medicine
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  - **American Express Publishing Corporation**
    - Food & Wine, The Guide to Good Taste
    - Travel & Leisure
- **American Health Partners**
  - American Health
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  - **American Hospital Publishing, Inc.**
    - Hospitals
- **American Hospital Publishing, Inc.**, see American Hospital Association
- **American Institute of Certified Public Accountants**
  - Journal of Accountancy
- **American Journal of Nursing Co.**
  - American Journal of Nursing
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  - The American Legion
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  - American Medical News
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  - Natural History
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  - **American Airlines, Inc.**
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- **Argus Press Holdings, Inc.**
  - **Hospital Publications, Inc.**
    - Hospital Medicine
    - Medical Aspects of Human Sexuality
- **Argus Publishers Corporation**
  - Popular Hot Rodding
- **The Army Times Publishing Company**, see The Times Journal Company
- **A/S/M Communications**
  - ADWEEK
- **The Atlantic Monthly Company**
  - The Atlantic
- **Avant-Garde Media, Inc.**
  - **Humdinger Publications**
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- **The Baptist Sunday School Board**, see Southern Baptist Convention
- **B.A.S.S., Inc.**
  - **B.A.S.S. Publications**
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- **Benjamin Franklin Literary & Medical Society**
  - The Saturday Evening Post
- **Bill Communications, Inc.**
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  - Plastics Technology
  - Restaurant Business
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- **Billboard Publications, Inc.**
  - American Artist
  - Billboard
- **Billy Graham Evangelistic Association**
  - Decision
- **Bon Appetit Publishing Corporation**, see Knapp Communications Corporation
- **R.R. Bowker Company**, see Xerox Corporation
- **Boy Scouts of America, Inc.**
  - Boys' Life
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  - **Mariah Publications Corporation**
    - Outside
- **Business News Publishing Company**
  - Air Conditioning, Heating & Refrigeration News
- **Cahners Publishing Company**, see Reed Holdings, Inc.
- **California Business News, Inc.**
  - California Business
- **California Magazine, Ltd.**
  - California Magazine
- **Capital Cities Media, Inc.**
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    - Daily News Record
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    - HFD—The Weekly Home Furnishings Newspaper
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    - MIS Week
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    - W
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    - Woman's Day
    - Yachting
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  - **Inside Sports, Inc.**
    - INSIDE SPORTS
- **CES Publishing Corporation**, see International Thomson Organisation Ltd.
- **Children's Television Workshop**
  - Sesame Street
- **Chilton Company**, see American Broadcasting Companies, Inc.
- **Christianity Today, Inc.**
  - Christianity Today
- **The Chronicle of Higher Education, Inc.**
  - The Chronicle of Higher Education
- **Circus Enterprises Corporation**
  - Circus Magazine
- **Citicorp/Diners Club**
  - **Citicorp Publishing**
    - Signature
- **City Home Publishing, Inc.**
  - **Metro Home & Garden Magazines**
    - Houston Home & Garden
- **Cliggott Publishing Co.**, see Media General Inc.
- **CMP Publications, Inc.**
  - Computer Retail News
  - Computer Systems News
  - Electronic Buyers' News
  - Electronic Engineering Times
  - InformationWEEK
- **COMPUTE! Publications, Inc.**, see American Broadcasting Companies, Inc.
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  - Packaging Digest
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  - Ladycom
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  - Cheri
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- **The Dun & Bradstreet Corporation**
  - **Dun & Bradstreet Publications Corporation**
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  - **Endless Vacation Publications, Inc.**
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  - Essence
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  - 1,001 Home Ideas
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  - Financial World
- **Fins and Feathers Company**
  - Fins and Feathers
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  - Club
  - Club International
- **Forbes, Inc.**
  - Forbes
- **Forum International, Ltd.**, see Penthouse International, Ltd.
- **Four Wheeler Publishing Company**
  - Four Wheeler Magazine
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  - Family Weekly
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  - Gifts & Decorative Accessories
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    - High Technology
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  - Bakery Production & Marketing
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  - Guideposts
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  - Hadassah Magazine
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  - Working Woman
- **Hal Publications, Inc./Success Unlimited, Inc.**
  - **Success Magazine Company**
    - SUCCESS!
- **Halsey Publishing Company**, see Delaware North
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  - **GPI Publications**
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    - Hospital Practice
  - **Maclean Hunter Media Inc.**
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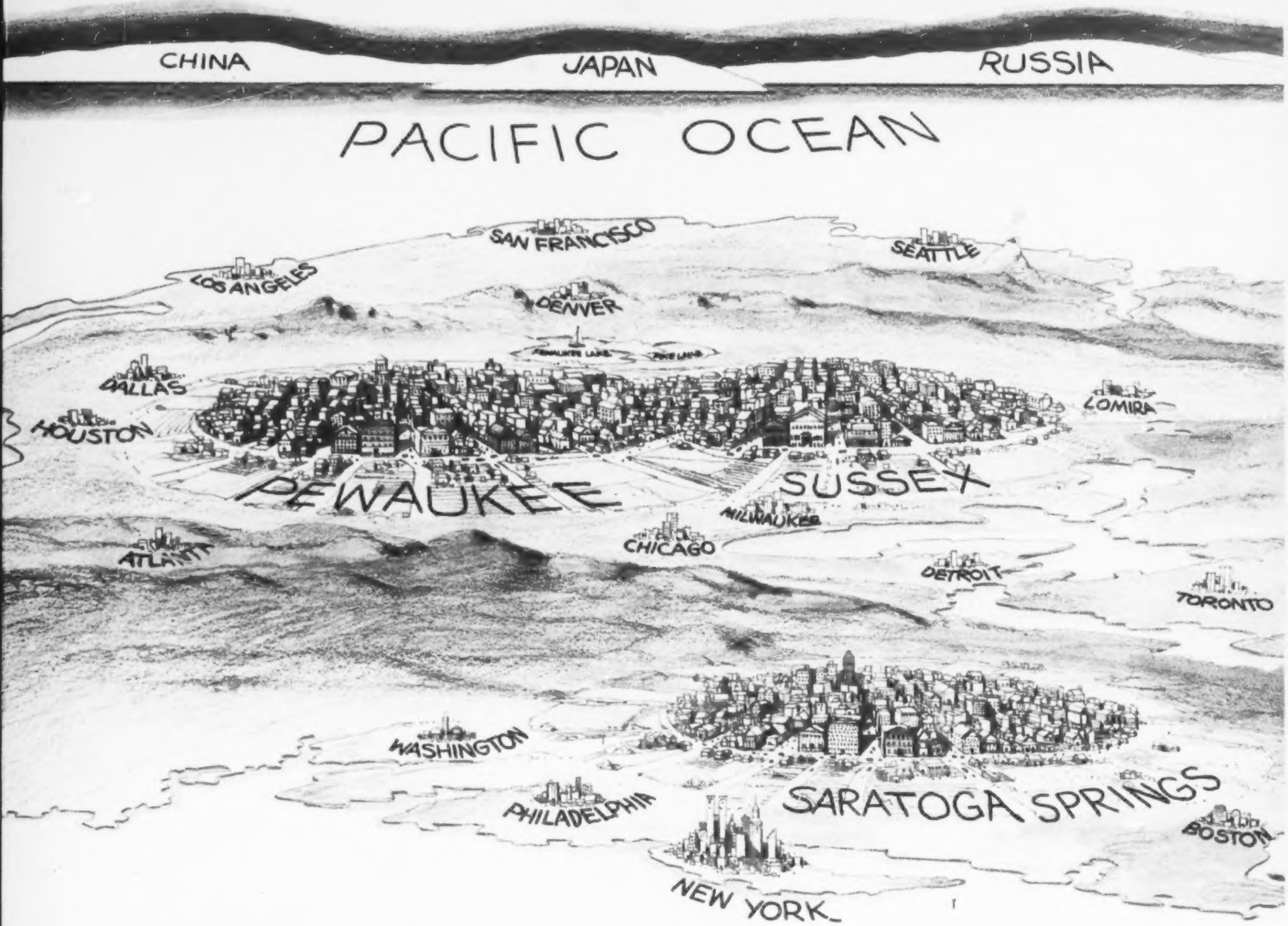
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